SPECIAL HALLOWEEN ISSUE

# MAD

Dec. '60
No. 59

OUR PRICE
25¢
CHEAP

# S'matter, can't you Dial?!

No, this isn't Irving! What number do you want? Well, that's your trouble, idiot! You got the wrong number! This is AT-7...not AT-6! Why don't you learn how to Dial? People who like people Dial correctly! Y'know, you dragged me out of a shower! Well,what's so funny about that? Listen, do me a favor! After you learn how to Dial . . . drop dead!

Aren't you glad you Dial correctly?

(Don't you wish everybody did?)

We do, because every time anybody's dragged out of a shower to answer a wrong number, he stops using up soap!

Send for this free book today

HOW TO dial correctly

Courtesy of LUX Soap

NUMBER 59 DECEMBER 1960

# MAD

*"When adults act like children, they're called 'immature'—When children act like adults, they're called 'juvenile delinquents'!"*
— Alfred E. Neuman

**PUBLISHER:** William M. Gaines **EDITOR:** Albert B. Feldstein

**ART DIRECTOR:** John Putnam **PRODUCTION:** Leonard Brenner

**AFTER THE EDITOR'S JOB:** Jerry De Fuccio, Nick Meglin

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**CONTRIBUTING ARTISTS AND WRITERS:**
The Usual Gang of Idiots

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**MAD** — December 1960, Vol. 1, Number 59, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 225 Lafayette Street, New York 12, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Entire contents copyright 1960 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

## VITAL FEATURES

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Since America's Doctors are dedicated (to making a buck), here's how they could advertise, and become "Big-Time Operators".

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**MAD** opens a Side-Show of odd specimens who do not conform to today's social standards, and wonders if they're the freaks, or us.

**COMPLETE HISTORICAL QUOTES....10**

**MAD** discovers that some famous quotes delivered under fire are only part of what was said getting out of the line of fire.

**TV'S WONDER DOG, LIZZIE.....17**

This article concerns a "Frisky" TV dog with a "Red Heart" who has no "Rival" — resulting in big capital "Gaines" for him.

**COMMERCIAL ROULETTE .....24**

A **MAD** TV game where you switch channels to avoid being bored to death by trying to catch only them entertaining commercials.

**NEW SERVICE ORGANIZATIONS ....30**

Today, the lazy can hire a service company to do just about anything for them. In fact, one of 'em wrote this article for us.

**THE TWO FACES OF WORLD WAR II..35**

World War II movies made during the war rallied us to our cause. World War II movies made these days rally us to **THEIR** cause.

**PARENTS (21-60) .....39**

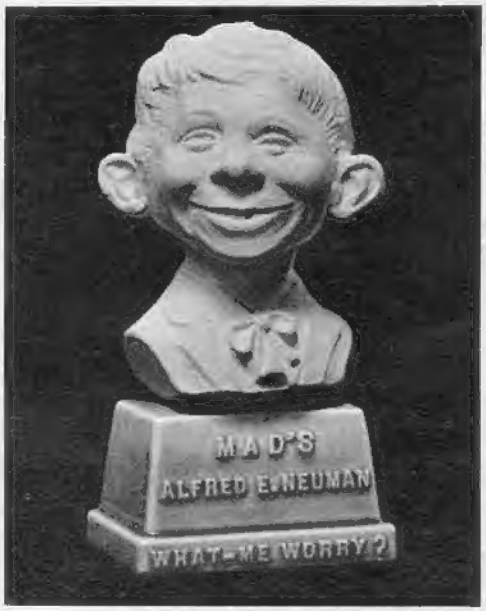
Noting all the books that advise distraught parents on Child-Rearing, we now offer distraught children advice on Parent-Rearing.

# WE GUARANTEE IT'S A "SPITTIN' IMAGE"

**Unless your friends find other ways to express their opinion of this**

## BISQUE CHINA BUST OF

## ALFRED E. NEUMAN




use coupon or duplicate

**MAD BUST**
**225 LAFAYETTE STREET**
**NEW YORK CITY 12, N. Y.**

I don't care what my friends think of my taste as long as they don't take it out on me! That's why I am ordering my bust(s) of Alfred E.! —So they can take it out on him!

**I ENCLOSE $_____ FOR:**

☐ **5½" Bust(s) at $2.00 each**

☐ **3¾" Bust(s) at $1.00 each**

**NAME** _____

**ADDRESS** _____

**CITY** _____ **ZONE** ____ **STATE** ____

## FIRE SALE

That's right! If we don't sell these full-color pictures of our "What-Me Worry?" kid, Alfred E. Neuman, somebody around here's gonna get fired! So keep unemployment down! Send 25¢ to: Dept. "What-Color", c/o MAD magazine, 225 Lafayette St., N. Y. C. 12


**LETTERS DEPT.**

### SURPRISED MATHEMATICIAN

I am rather surprised that you got the formula for a hyperbola correct in the first panel of "Peanuts" (MAD #57). I am more surprised that you got the complicated identity in panel two correct. The relationship among the sides and angles of a triangle in panel three is even more remarkable. But what really astonished and impressed me was the fact that the MAD editorial staff managed to print the highly abtruse and difficult formula in panel four correctly.

John Boardman
Syracuse University

**Highly Abtruse Formula**

### EXPRESSION OF GRATITUDE

This is a genuine bottom-of-the-heart expression of gratitude for your magazine. I am a Catholic convent school and Catholic college graduate who moralistically censors all printed matter as it enters the house. My husband is a Stanford professor of medieval literature. Our teen-age son (IQ-160) is a fervent follower of MAD, the one magazine he can read and re-read without misgivings on our part. My husband says that MAD is the only sane commentary in our corrupt, contemporary society. I say that its satire rings true every time and is as serious as it seems slap-happy. Keep your quality as high as it is now and posterity will be quoting from your old copies.

Mary Locke
Sunnyvale, Calif.

### FLY SWATTER ISSUE

Thanks for the wonderful cover on the September issue. It actually killed flies. Not the swatter, but the picture of Alfred E. Neuman. They took one look at him and dropped dead laughing.

Diane Pugh
Wheaton, Md.

I used your Special Summer Issue to swat a fly as you recommended. The only trouble was that the fly was on my Dad's nose. But he punished me severely. He bought me another copy of (ugh) MAD.

Grady Carter
Grand Prairie, Texas

After a few days, I had to burn your latest issue and buy another. After all, 18 flies, 56 ants, 1 beetle and a roach can really start smelling up a cover. It's too bad I didn't figure out your dastardly plot beforehand — getting us to destroy one magazine so we have to replace it!

Spencer Carlsen
North Hollywood, Calif.

Putting your trashy magazine to some practical use like a fly-swatter is a great idea, but I have one question: mainly how do I get the icky-sticky squashed flies off the cover.

Gordon Bailey
Riverside, Calif.

Wipe 'em off with the *next* issue!—Ed.

I took your advice and used MAD as a fly swatter. The only trouble was the red print came off on the walls. When my mother saw this, she had me washing walls for thirty minutes. She told me that any more of this "MAD" acting (I follow all your advice!), and she would throw out all the MAD magazines in the house. Please tell me how to beat this rap.

Richard Goodstein
Brooklyn, N. Y.

Throw them out yourself!—Ed.

You clods! On the cover of the Sept. issue, you tell us to go swat flies with the magazine. So the other day, while I was playing baseball, someone hit me a fly. I took out the magazine, tried to swat it, and missed. Now I have a lump on my head. What do you say to that?

Roy Nemerson
Pt. Washington, N. Y.

Maybe it'll knock some sense in your head! —Ed.


## THERE ARE MANY GOOD REASONS WHY YOU SHOULD SUBSCRIBE TO MAD!

(UNFORTUNATELY, WE CAN'T THINK OF ONE!)

**MAD SUBSCRIPTIONS**
**225 LAFAYETTE STREET**
**NEW YORK 12, NEW YORK**

There are many good reasons why I SHOULDN'T subscribe to MAD, but unfortunately I can't think of one either, so here's $2.00. Send me the next nine issues — I'm bound to come up with one!

**NAME** _____

**ADDRESS** _____

**CITY** _____

**STATE** _____ **ZONE** _____

NOTE: Allow 8 weeks for subscription to be processed

## ALFRED E. NEUMAN HALLOWEEN COSTUMES

Here is a great idea! Why not offer "Alfred E. Neuman Halloween Costumes" to "MAD Trick-or-Treaters" this year? Enclosed is a photo of the two types of costumes we propose. The right one is a "conventional" costume and mask, and on the left is a "Mardi Gras walk-along". They would both come in a full range of sizes, and they would be sold throughout the country. What do you think?

Bill Wimmer
Sales Manager
Collegeville Costumes
Collegeville, Pa.

You know darn well what we think, since we signed the contract months ago! What a sneaky way to get us to plug the costumes so readers will know they're available!—Ed.

## DON MARTIN'S PORTRAITS

How come Don Martin's supposed self-portraits are all different?

Lester Sonnemark
Flushing, N. Y.

He gets better-looking all the time!—Ed.

## BEAT BEATNIKS

Like I just cut out on your Special Summer issue, which was a gas. But I didn't dig that crazy lick on "Beatniks". Clue me in, Daddy-O. What's so funny?

Kenny Braun
New York City

## NEW SLOGAN

Thanks for the mention of our slogan in your latest issue (The Good Humor Ice Cream Truck). Now, we've got a new slogan: "A mention in MAD means a Mohawk Rug on the Floor".

Jim Lewis
Bigelow Rug Co.
New York City

## GLORIFICATION OF CRIME

You guys are absolutely the greatest. Thanks for a really funny article on "Gangster Movies". My mother is a psychiatrist and claims that a major factor in juvenile delinquency is the universal glorification of crime in the U. S.

Angela Jacoubovitch
Pearl River, N. Y.

So stop lauding us, for cryin' out loud!—Ed.

## SPLIT INFINITIVES

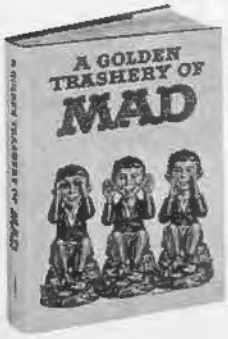
In order to properly edit your magazine, you should be careful to closely peruse the contents for any grammatical errors that may have been inadvertently made. In issue #57, on page 24 ("...in order to fully protect..."), and on page 31 ("To fully enjoy fishing..."), your proofreader should really have been sharp enough to immediately spot the split infinitives. In order to wisely insure against any such future accidents, I think it would definitely be a brilliant move to quickly hire me.

Albert S. Alexander
Malverne, N. Y.

Sorry, but to effectively keep our overhead down, we have to judiciously limit the size of our staff of idiots!—Ed.

Please address all correspondence to: MAD, Dept. 59, Room 706, 225 Lafayette Street New York City 12, New York

*SIC TRANSIT GLORIA MUNDI—Gloria got sick on the bus Monday.


# THIS IS THE THIRD ACT

. . . the third act in our comedy of errors! The plot (to get your money) thickens with the latest de luxe anthology, **THE GOLDEN TRASHERY OF MAD.** It makes the scene following our two previous black-outs: **MAD FOR KEEPS** and **MAD FOREVER,** to bring you 136 pages of boff humor, sock satire and hasty exits, many in vivid color—plus an opening soliloquy by Sid Caesar (who comes to bury us, not to praise us!) So if you want a permanent hard-cover collection of our past flops, order your copy today! When you receive it, it'll probably mean curtains for all of us!

**MAD ANTHOLOGY DEPARTMENT**
225 Lafayette Street New York 12, N. Y.

I enclose **$2.95** each. Please send the anthologies checked below . . .

☐ THE GOLDEN TRASHERY OF MAD
☐ MAD FOR KEEPS ☐ MAD FOREVER

NAME _____

ADDRESS _____

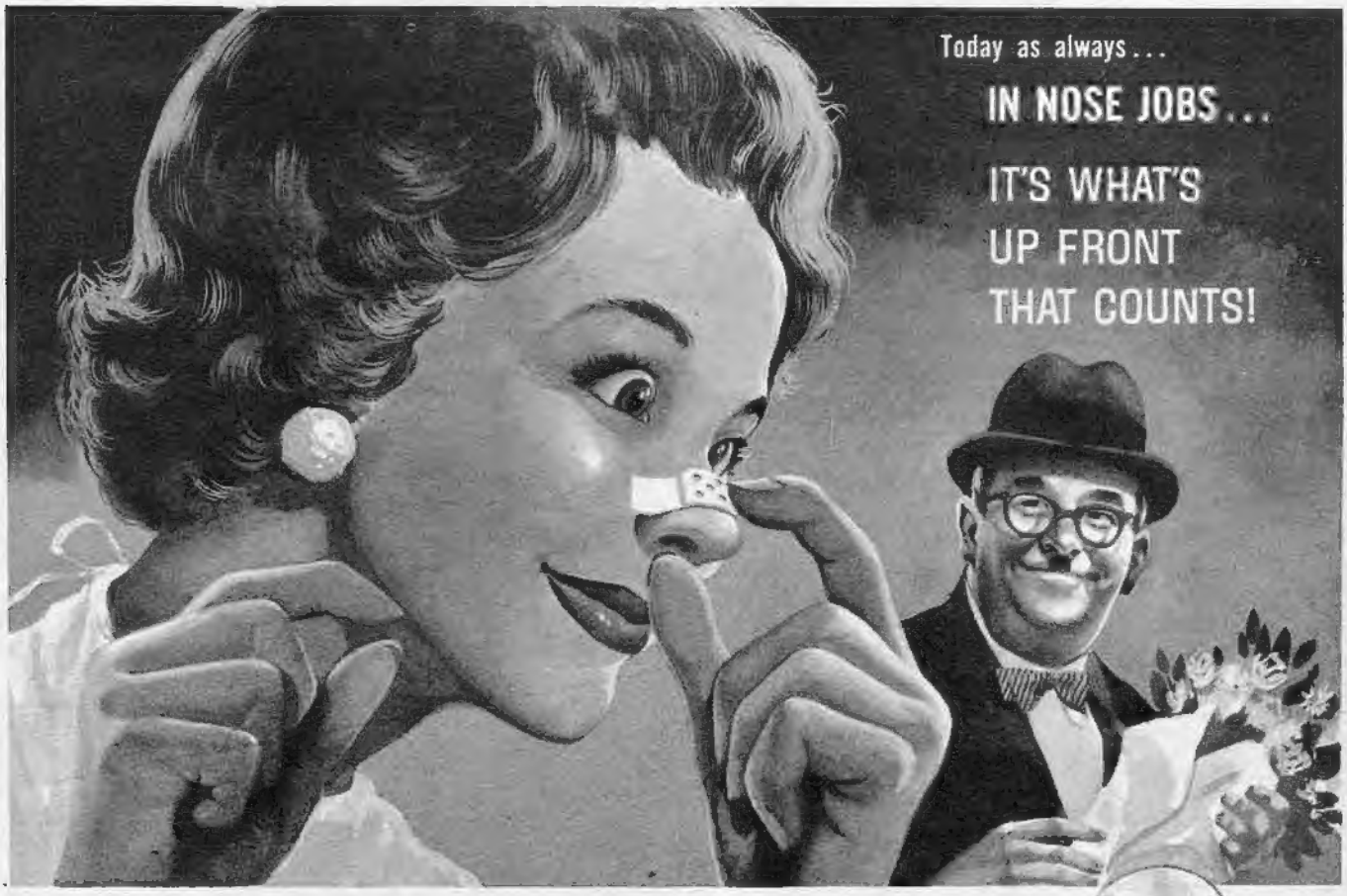
CITY _____ ZONE ____ STATE ____

THERE'S GOLD IN THEM THERE ILLS DEPT.

There are lots of things that Doctors are not supposed to do because of so-called "Professional Ethics". However, from what we have seen, they do most of these things anyway. But *one* thing they're not supposed to do, and really don't, is *advertise!* Which is pretty stupid. Mainly because if you need a Doctor, how do you know which one to go to unless you hear all their claims?

# IF DOCTORS

ARTIST: BOB CLARKE




## The big difference is

## TILTED-END

## and only Dr. Winston does it!

The secret of Dr. Winston's famous plastic surgery is Tilted-End, an exclusive Winston development. You see, Tilted-End is what goes up front on your face when you have a Winston nose job. With Tilted-End, you not only look better but you smell better, too! Remember, Dr. Winston's idea has always been that the pleasure of smelling depends on the *shape* of the nose. (After all, isn't smelling the whole idea of having a nose?) Yes, that's one good reason why Dr. Winston is America's best-known plastic surgeon, year after year. Tilted-End up front is why you should try Dr. Herman T. Winston!

## A WINSTON NOSE SMELLS GOOD

DR. WINSTON'S METHOD IS EXCLUSIVELY HIS. HE WISHES THERE WERE OTHER DOCTORS WHO USE IT. THEN HE, TOO, COULD HAVE TILTED-END!

**LIKE A CUTE LITTLE NORMAL NOSE SHOULD**



**HIC JACET—He may be a good jockey, but he drinks too much.

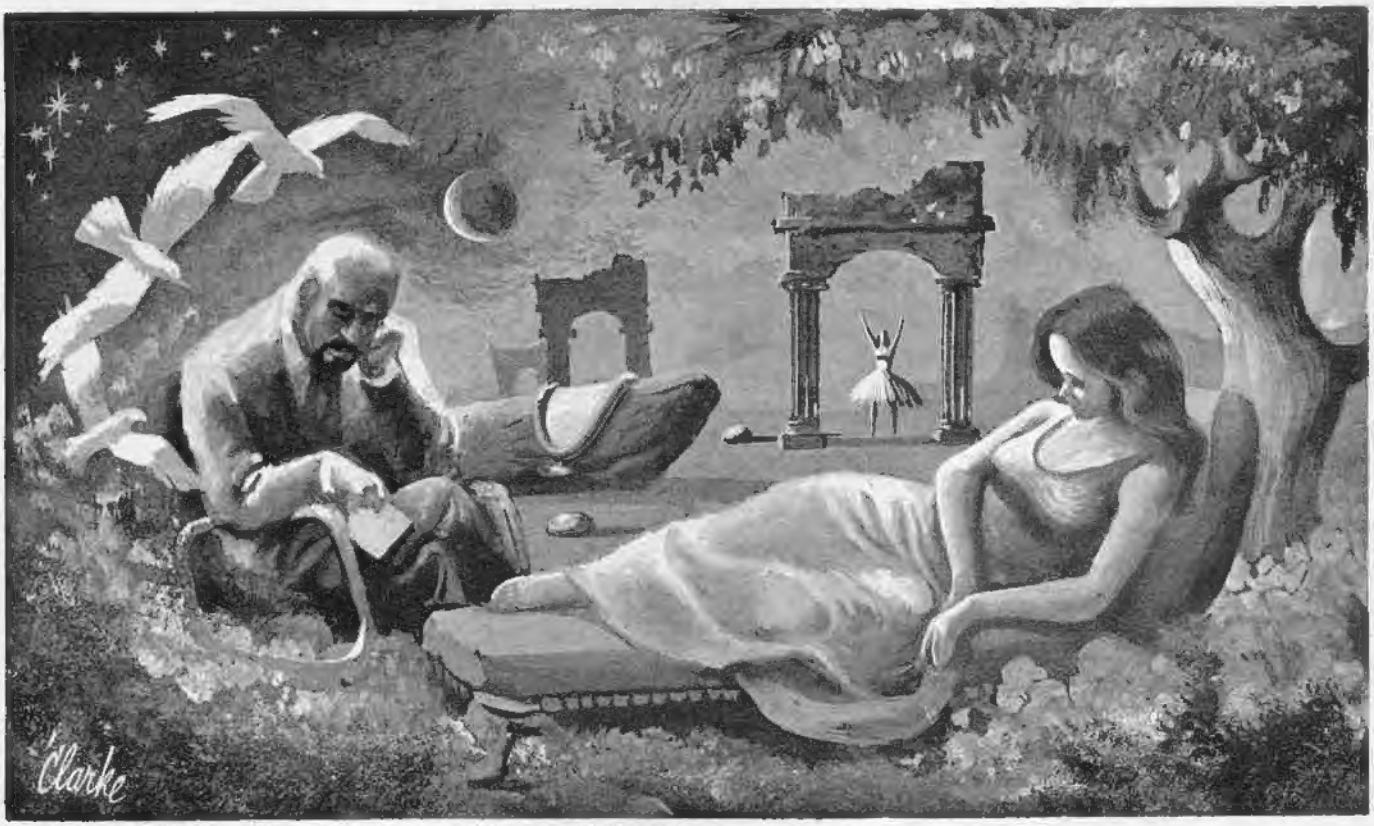
F'rinstance, what if you need an elbow specialist, and you visit a plastic surgeon by mistake? You end up with a shorter, cuter, turned-up elbow — only it still hurts! So, for this, and seven other reasons, MAD feels that Doctors should be permitted to publicize themselves. The seven other reasons being the following ads . . . which are the kind of things we'd be seeing . . .

# ADVERTISED

WRITER: GARY BELKIN

*Memories . . . long forgotten*

RECALLED UPON A COUCH




Memories . . . painted for Dr. De Beer's Collection by a patient who ran out of money

In fleeting minutes sweetly shared, you relate the story of your life to willing, nay, anxious ears. Yes, during each 50-minute session, you talk on and on and on and on, as only the truly neurotic can. Here is Psychology's greatest treasure, given to you alone . . . the rapturous delight of being able to tell people you go to a Psychiatrist. Mainly me! Dr. Sigmund De Beers, 845 Park Ave., N.Y.C. Your analysis may be deep — or shallow. But rest assured it will be long! So choose your Psychiatrist with care, because you're gonna be lying on his couch for many years to come. You may even go the rest of your life — if you can afford it! Remember . . .

(SLIGHTLY NEUROTIC) $20 an hour

(REALLY NEUROTIC) $25 an hour

(TERRIBLY NEUROTIC) $40 an hour

(KOOKIE) $50 an hour and up

Going To A Psychiatrist Is Forever



**SEMPER FIDELES—Castro is a simpering idiot.

# KNOW THE REAL JOY OF GOOD LIVER!

*"Hand me my scalpel, Shirley!"*

Good operations don't just happen, you've got to make them! That goes for liver operations as well as any other kind. The same scalpels are available to all surgeons. What makes Schlitz stand out is the way he *uses* that scalpel. He gets the most out of every golden flourish. One flick of that Schlitz wrist, and your liver is as good as new. So next time you need a liver operation, go to Sam Schlitz, M.D. He may cost an extra hundred dollars but he's worth it!

# move up to

**THE DOC THAT MADE MILWAUKEE HOSPITAL FAMOUS**

**MRS. IRMA KRONKITE** of Tutmere, Va., is shown in her attractive home which contains many gifts obtained with H&S Green Stamps. With her are her two allergic sons, Steve and Allen. Mr. Kronkite is in the hospital.

*"I furnished my home with sickness - thanks to* **H.&S.** *Green Stamps!"*

*says* **MRS. IRMA KRONKITE**
*Tutmere, Va. Housewife*

**—AND OVER 27,000,000 OTHER SICK, THRIFTY WOMEN AGREE...**

As Mrs. Kronkite says about her own experiences with H&S (Hospitalization and Sickness) Green Stamps, "Whenever I go to Doctors and Hospitals that give Green Stamps, I know I'm dollars ahead. Because I can redeem H&S Green Stamps for lovely gifts—or more medical care!" H&S is America's oldest Hospitalization and Sickness Stamp Plan. With H&S Green Stamps you get what you want—when you're well enough to use it. As Mrs. Kronkite puts it, "H&S Green Stamps makes being sick worth it!"

SINCE 1896
H.&S.
GREEN STAMPS

**You can be dollars ahead, too! Be operated on where you get**

**H.&S. Green Stamps**

Where there's life...there's Bud MD

# Bud Weiser MD

BABY ON THE WAY? Have it brought into the world the best way--the Weiser way! Use Charles (Bud) Weiser, M.D. As an Obstetrician, he really delivers!

ASK FOR SPECIAL RATES ON OUR NEW "TWIN-PACK"

Did she

A hairline so

The late, revered W

self was an ornam

# NEVER HAVE MORE STITCHES THAN YOU CAN AFFORD

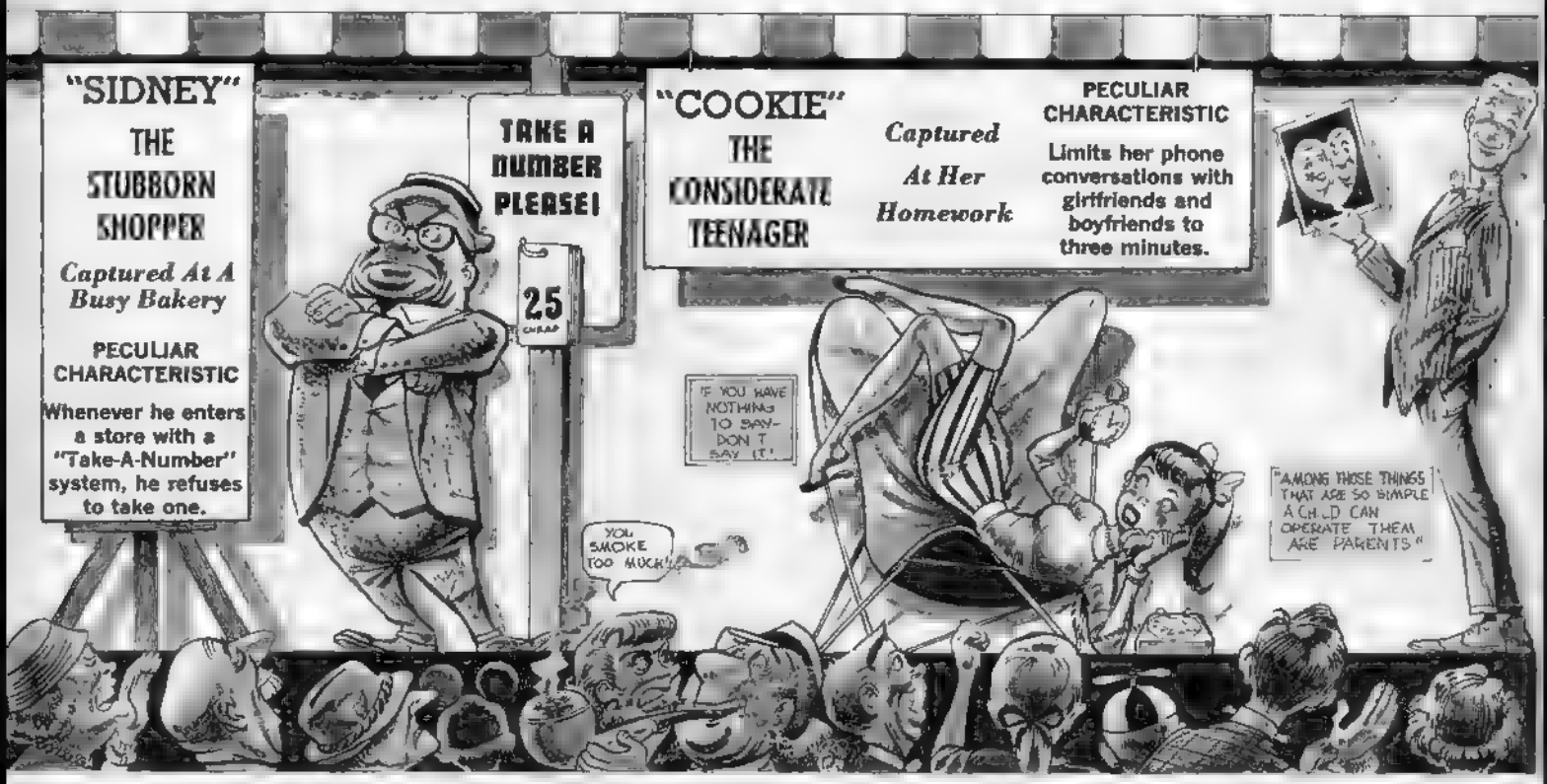
"I never give more than 20 stitches per gash!"

SAYS:
DR. HUGO QUACKENBUSH
STARRING IN
THE OPERATING ROOM
AT GROUCHO-MARX HOSPITAL

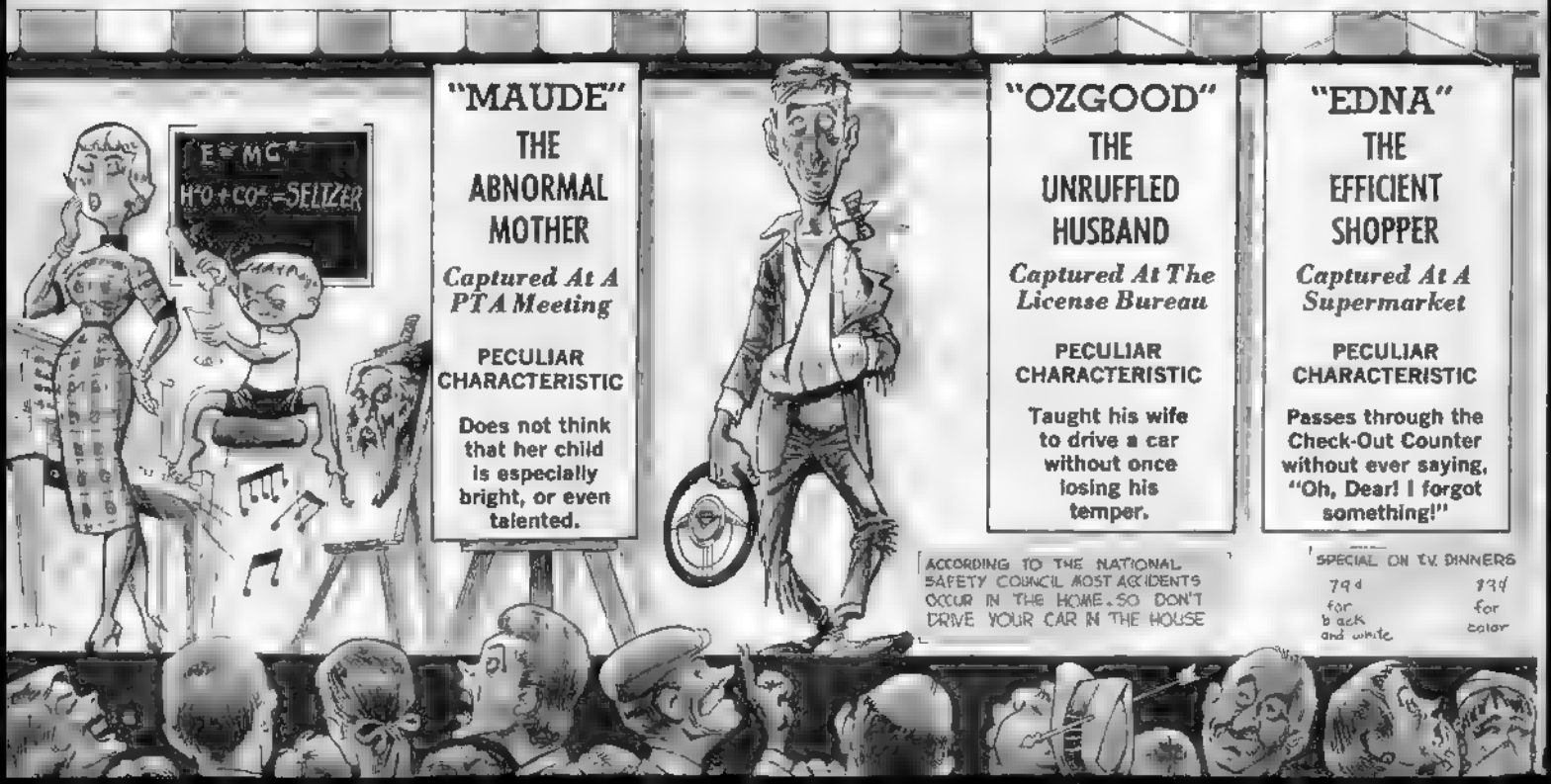
natural only her lobotomist knows for sure!

**BERG'S-EYE VIEW DEPT.** There is always a certain fascination to a Side-Show that exhibits "Freaks" because these unfortunate people are so different from what we consider the "Normal Physical Stand-

# THE MAD SIDE-SHOW



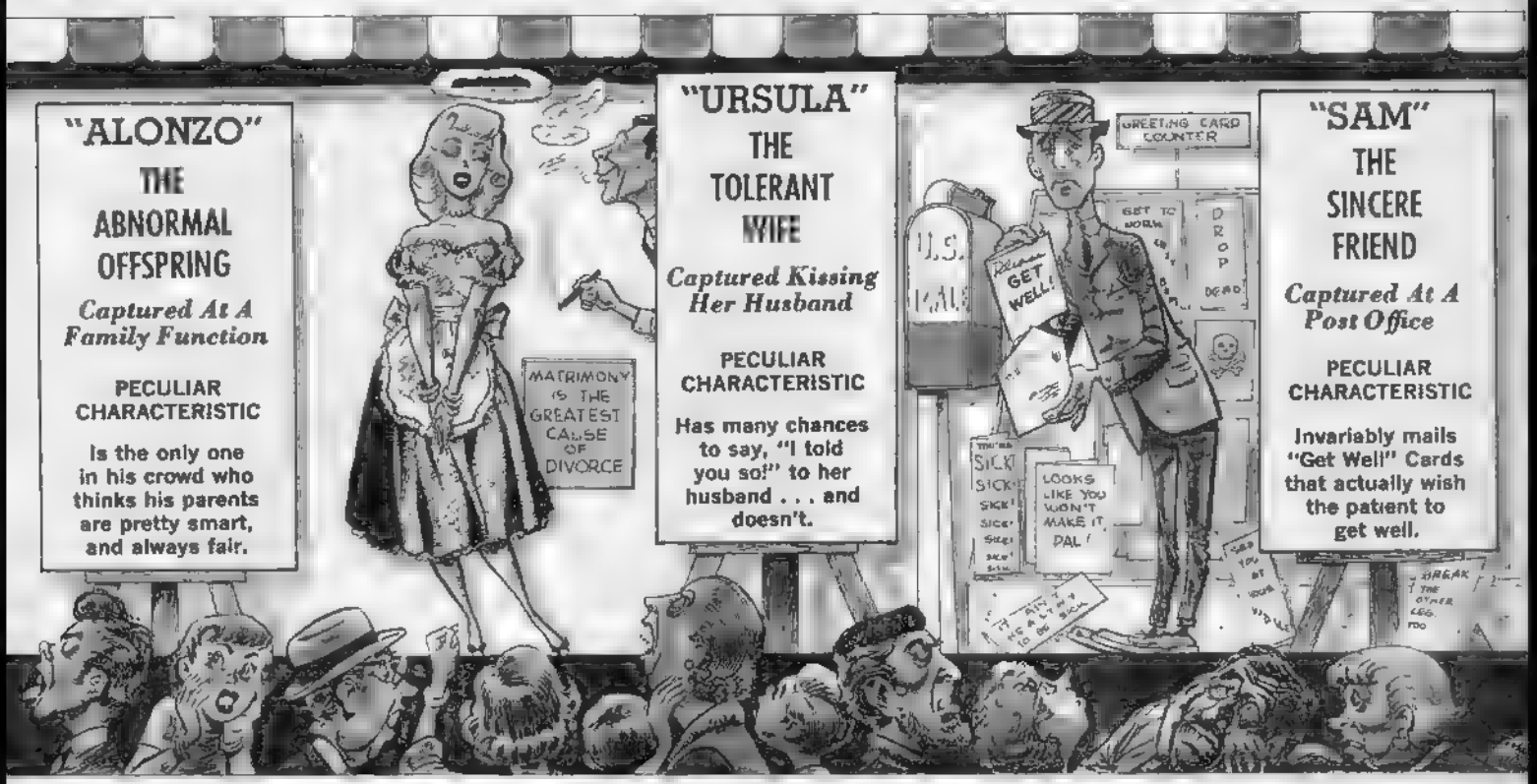

**AD INFINITUM—This TV commercial is too long.



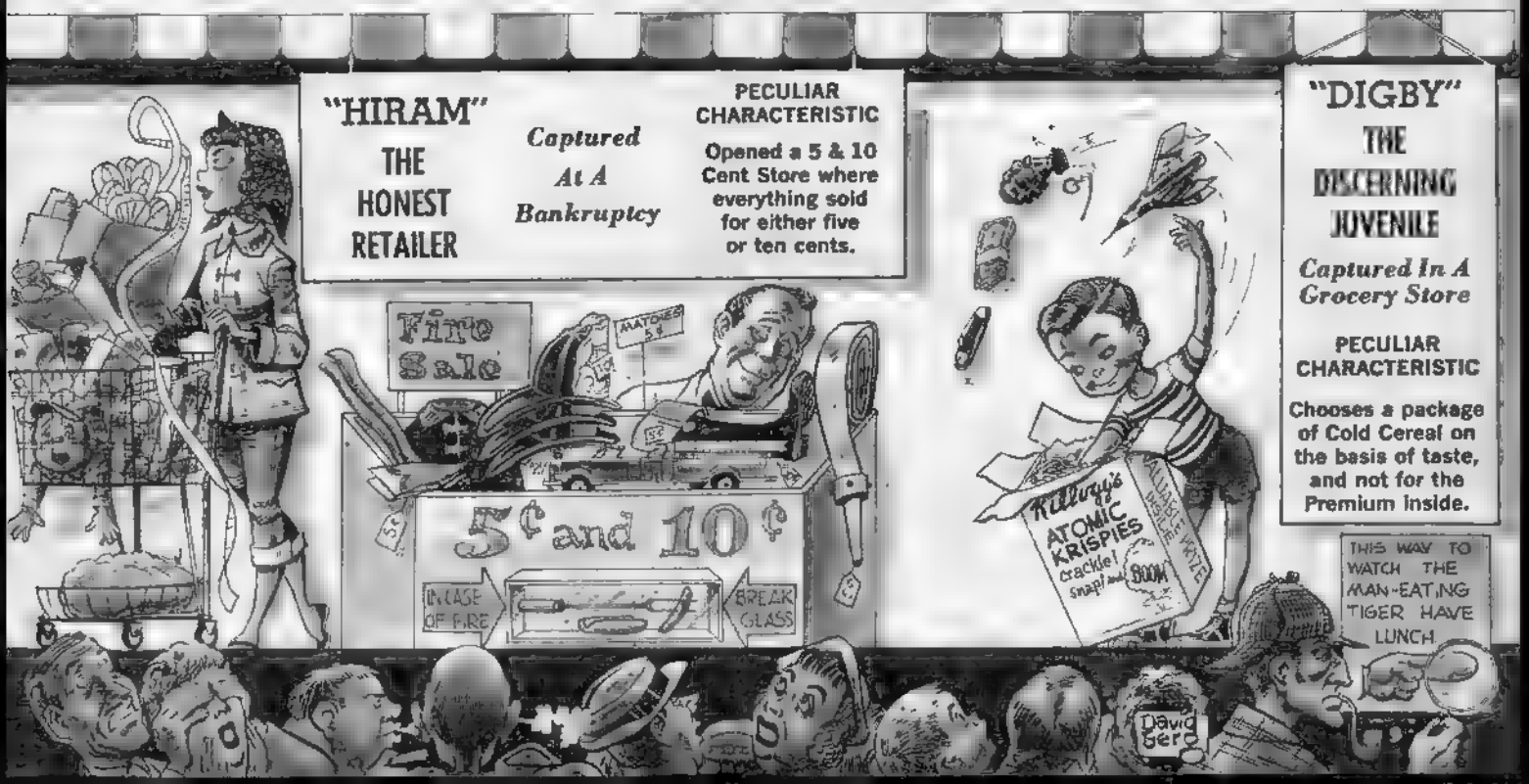
ards". Today, what with mediocrity and conformity setting the "Normal Social Standards" by which we live, the way we figure it, there would also be a certain fascination to . . .

# OF "MODERN FREAKS"

WRITER & ARTIST: DAVID BERG




••AD NAUSEAM—TV commercials make me sick



**TO SPURN A PHRASE DEPT.**

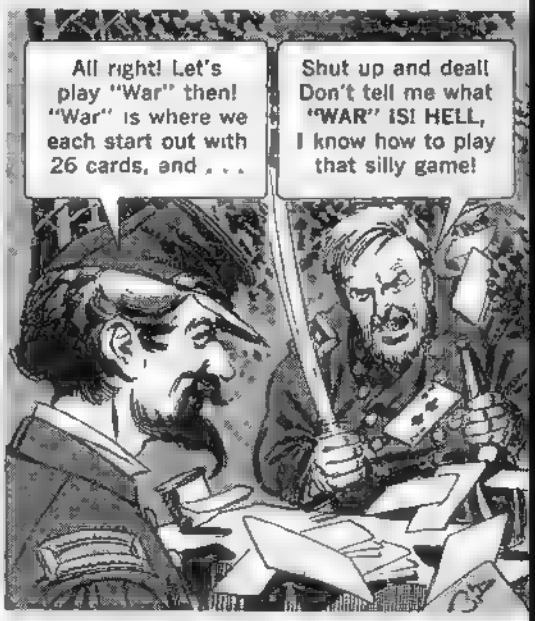
Several issues back (MAD #50, to be exact), we pointed out how sneaky producers turn critical reviews into rave reviews by omitting important words from the original panning. Thus, a sentence in the *N.Y. Times* which reads "If you want to be bored stiff, you must see this play!" becomes, for advertising purposes: "YOU MUST SEE THIS

# COMPLETE HISTOR
# INCLUDING
# FAMOUS

**GENERAL SHERMAN did not exactly say:**

WAR IS HELL!

***What he really said came about like this...***

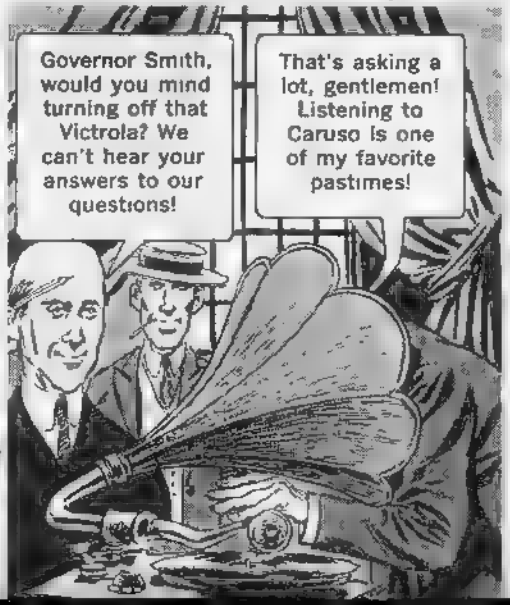


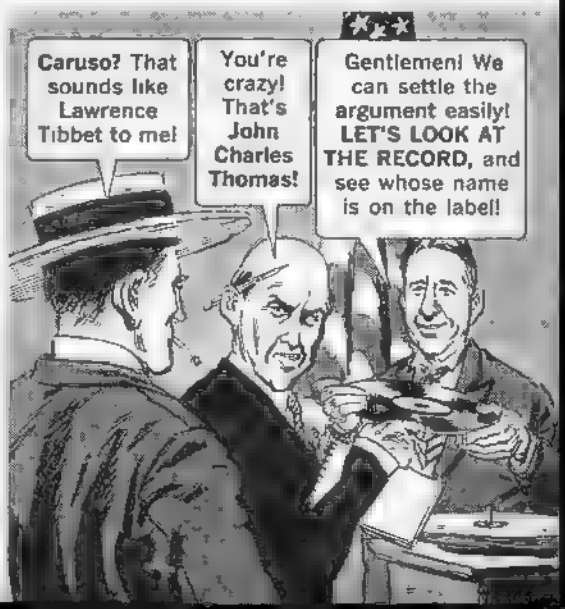

"TOUT DE SUITE—There's a drunk in my hotel room

**AL SMITH did not exactly say:**

LET'S LOOK AT THE RECORD!

***What he really said came about like this...***



PLAY!"—*N.Y. Times.* Recently, we discovered that something along the same lines has occurred with many of our great historical quotations, and as a result, they have come down to us "out of context". Namely, important words have been accidentally (or deliberately) omitted from the original statement. Here then, is MAD's collection of

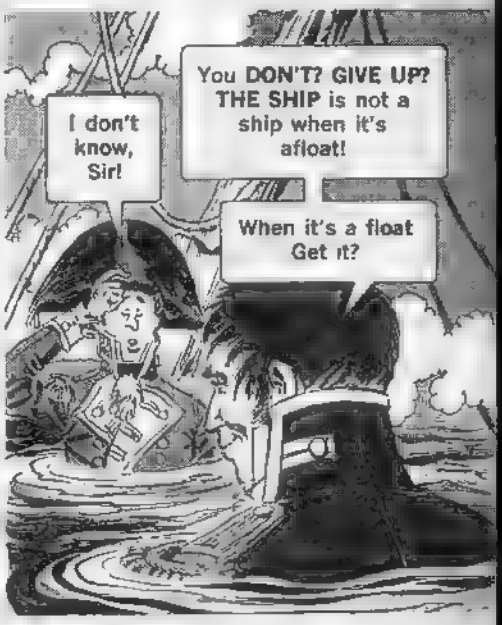
# ICAL QUOTATIONS THOSE LOST WORDS

ARTIST: GEORGE WOODBRIDGE
WRITER: GARY BELKIN

**COMMANDER LAWRENCE did not exactly say:**

DON'T GIVE UP THE SHIP!

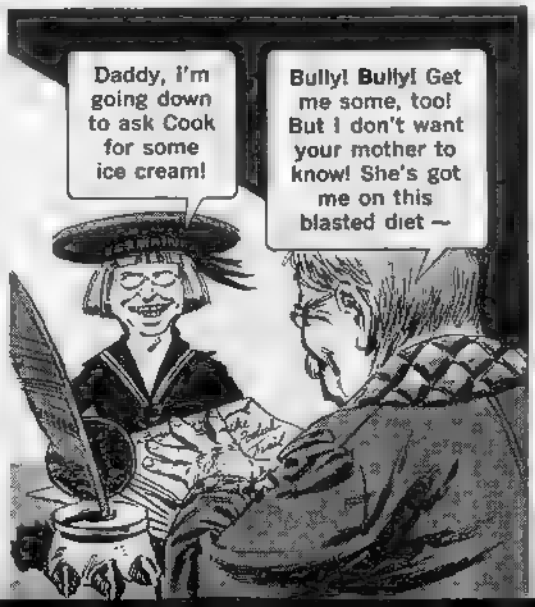
***What he really said came about like this...***

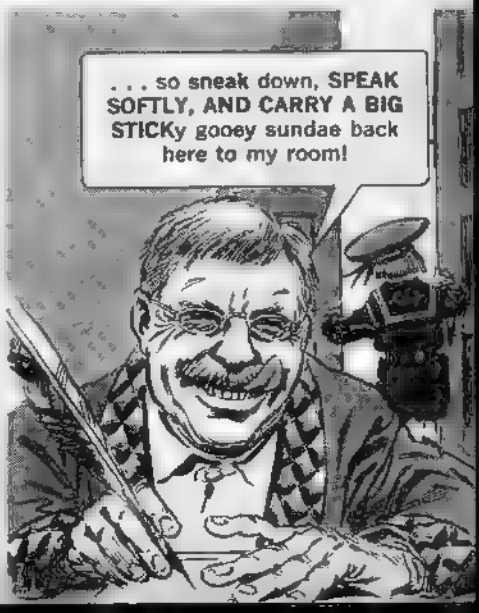



**TEDDY ROOSEVELT did not exactly say:**

SPEAK SOFTLY AND CARRY A BIG STICK!

***What he really said came about like this...***




"CHARGE D'AFFAIRES—Love on a Diner's Club Card

## JOHN PAUL JONES did not exactly say:

I HAVE NOT YET BEGUN TO FIGHT!

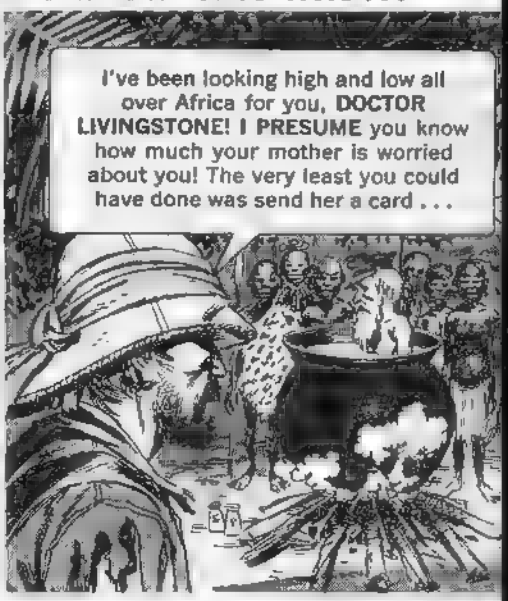
## What he really said came about like this...

**SUB ROSA—The Nautilus surfaced

## SIR HENRY M. STANLEY did not exactly say:

DOCTOR LIVINGSTONE, I PRESUME,

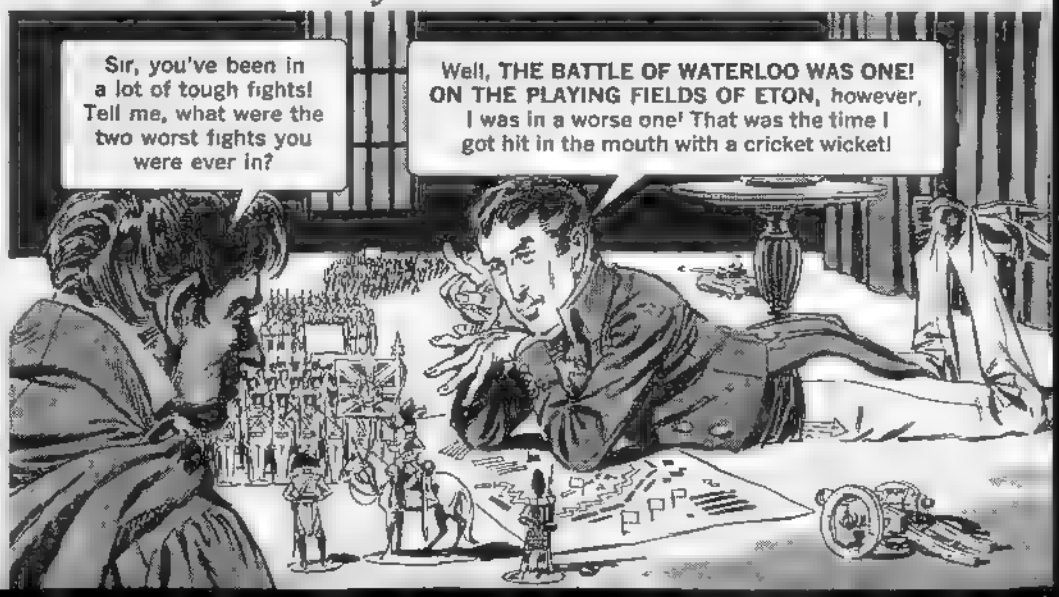
## What he really said came about like this...




## THE DUKE OF WELLINGTON did not exactly say:

THE BATTLE OF WATERLOO WAS WON ON THE PLAYING FIELDS OF ETON!

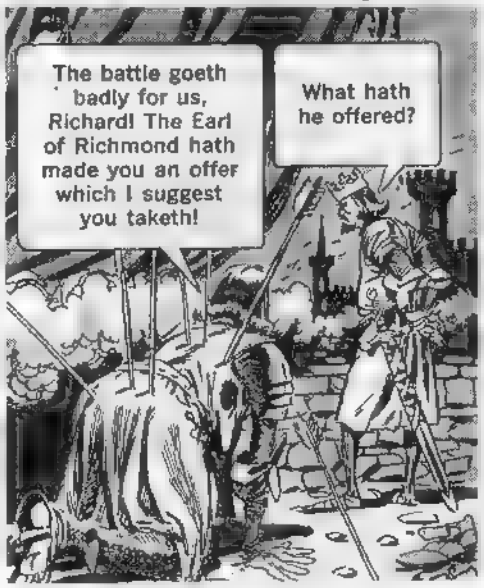
## What he really said came about like this...

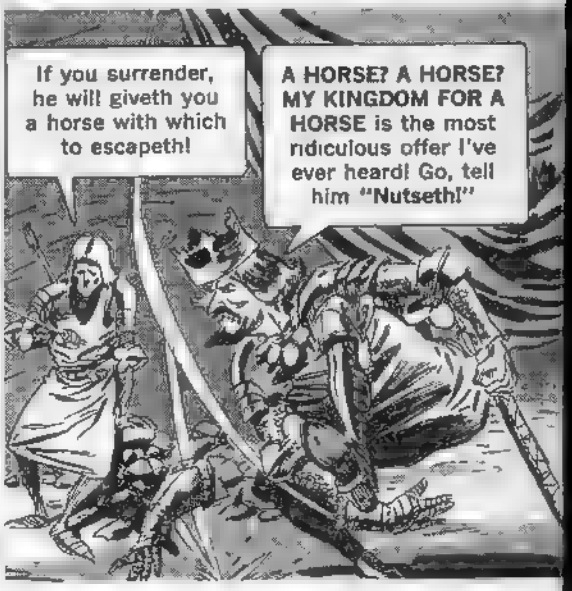


**KING RICHARD, III did not exactly say:**

A HORSE! A HORSE! MY KINGDOM FOR A HORSE!

## *What he really said came about like this...*

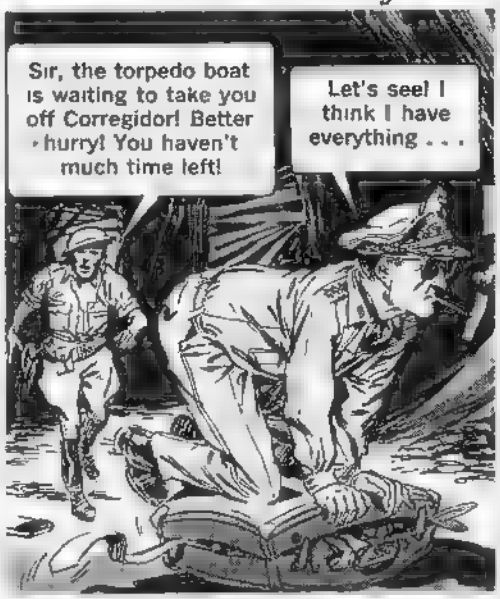


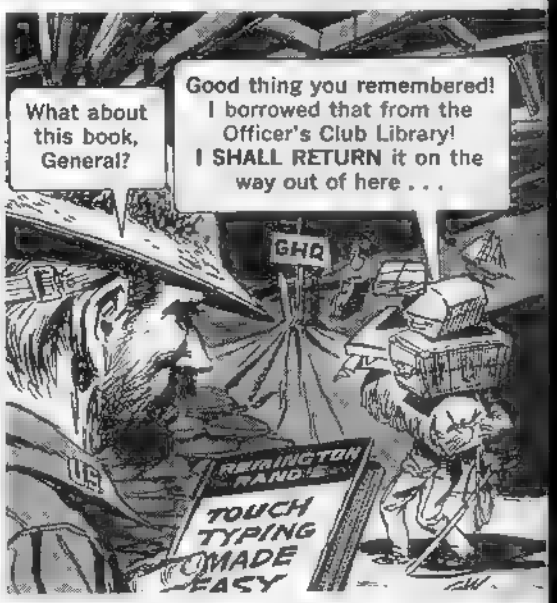




**GENERAL MacARTHUR did not exactly say:**

I SHALL RETURN!

## *What he really said came about like this...*

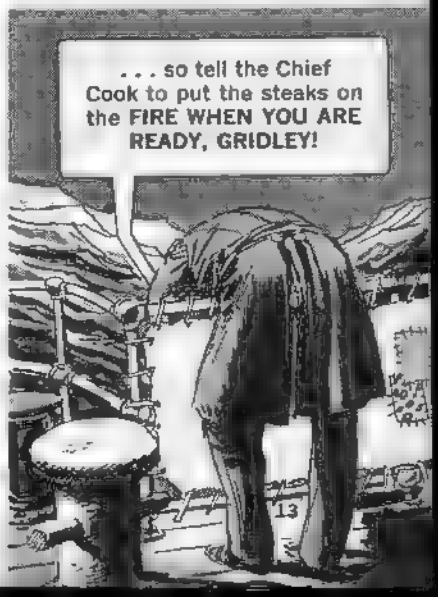



**ADMIRAL DEWEY did not exactly say:**

FIRE WHEN YOU ARE READY, GRIDLEY!

## *What he really said came about like this...*

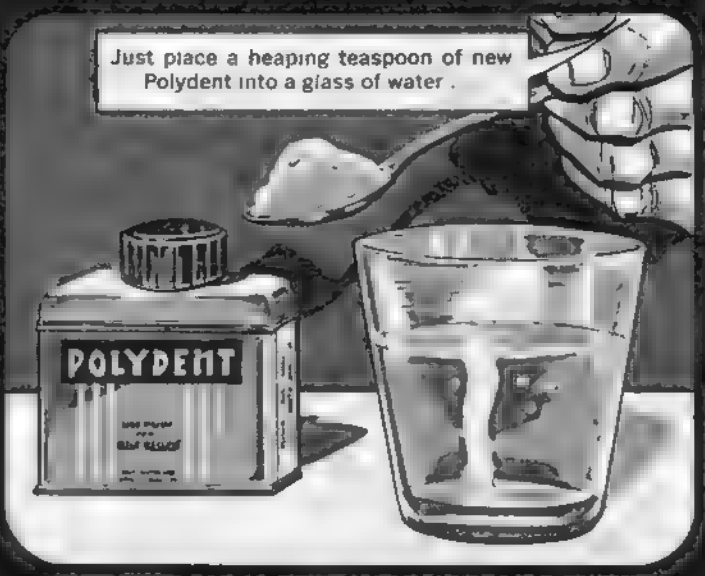


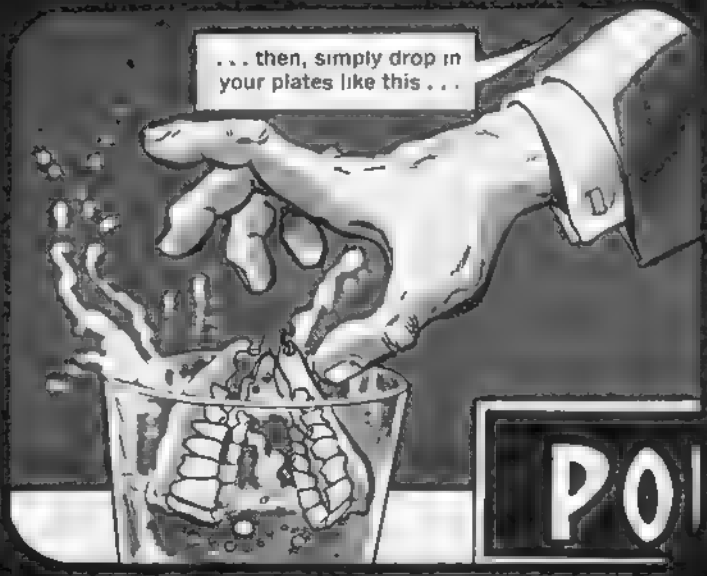
# TV ADS WE'D LIKE TO SEE

TELEVISION DEPT.

## The Polydent Commercial

WRITER: AL JAFFEE ARTIST: JOE ORLANDO

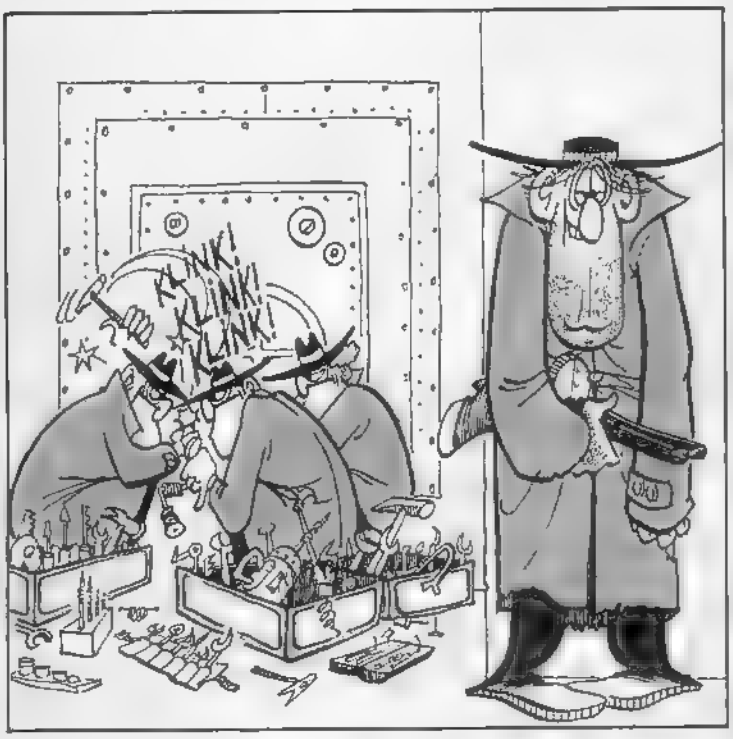


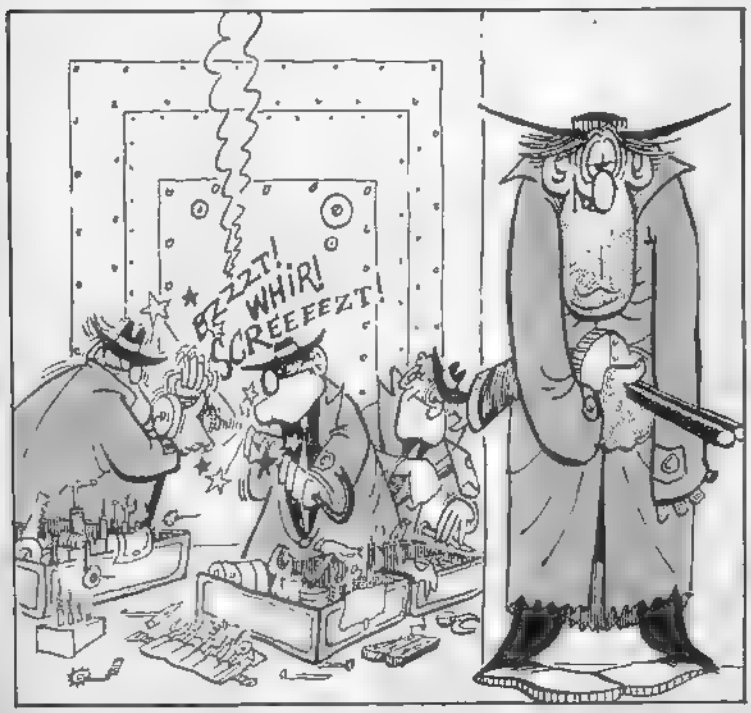



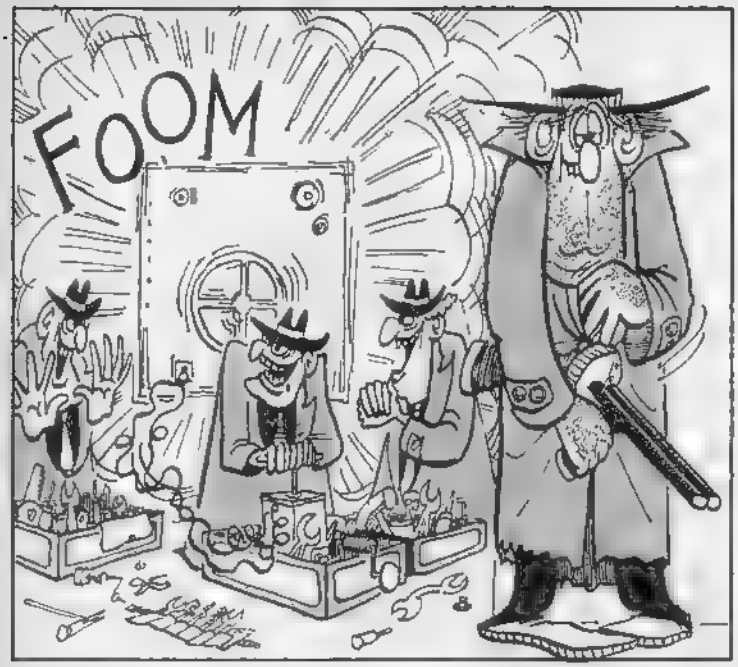
**DON MARTIN DEPT. PART I**

For his first offering, MAD's maddest artist, Don Martin, tells us about the time he needed money, so he adopted an alias and joined—

# THE SAFECRACKERS




FOOM

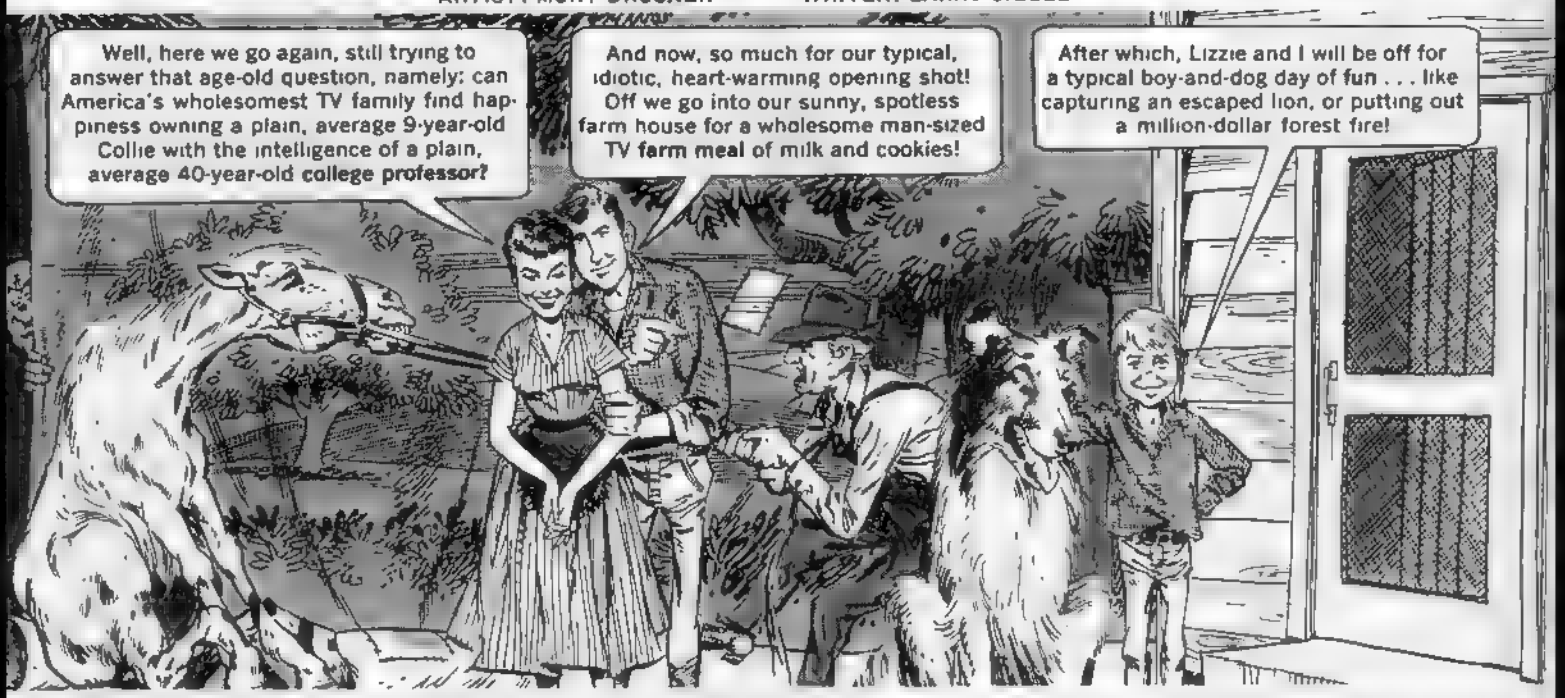
THUMP!

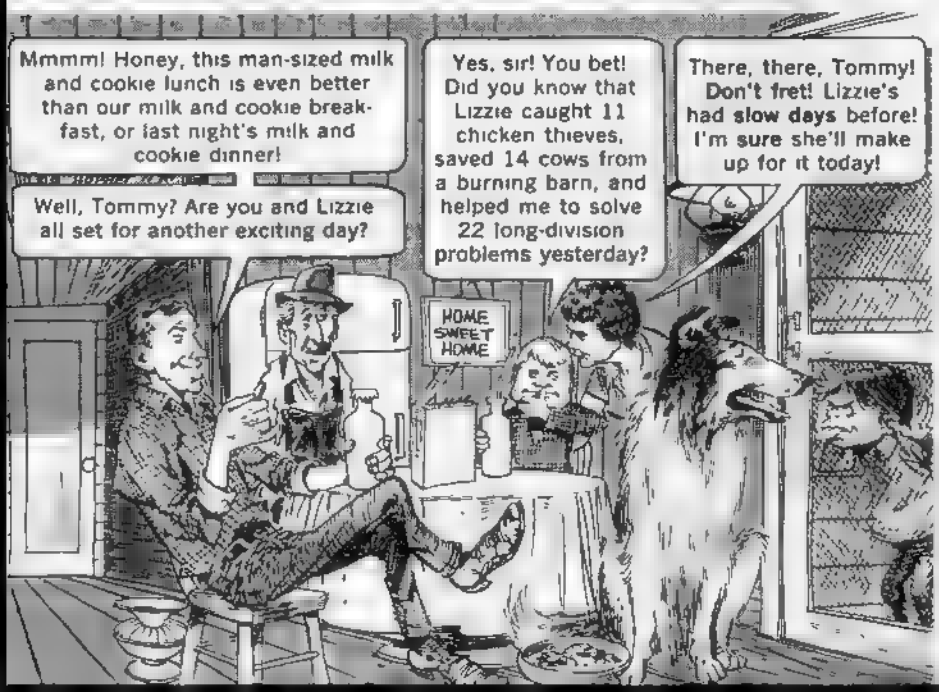
**MUTT ADO ABOUT NOTHING DEPT.**

Now that Albert Einstein has gone to his Reward, and Charles Van Doren was caught accepting his, probably the most popular intelligent American today is television's canine star, Lizzie. Every week, millions of kids watch with awe as this fantastic Collie performs unbelievable feats of brilliance. And so, in fairness to all these gullible youngsters, we here at MAD now present the real truth about...

# TV'S WONDER DOG LIZZIE

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL



EUREKA—You don't smell very good

Well, here we are, Lizzie . . . out in the fresh, green fields, searching for adventure and —HEY! Where are you going?

Gee! You saved my life, Lizzie! I never saw that pool of quicksand! And that certainly was an amazing trick you did . . . opening that can of paint with your paws!

Well, Lizzie! What do you say we . . . HEY! Where are you going now?

Gee! You saved my life again, Lizzie! I never saw that bad guy aiming a rifle at me! And that certainly was an amazing trick you did . . . biting his trigger finger so he couldn't fire!

What's even more amazing is, she also bit my thumb which I needed to pull the pin on this grenade I was planning to use in case my rifle shot missed!

I'm grateful to your wonder dog, kid! Because of her, I will now do a complete character change—so common in TV shows of this sort! Yes, I have decided to give up my life of evil and become a Scout Master!

Gee, Lizzie! In the last two hours you've rescued me from quicksand, saved me from being shot, reformed a bad guy, taught him the entire Boy Scout Handbook, and cured 32 pigs of trichinosis!

So . . . what do you say we try something different now? Just for a change, let's pretend that instead of a wonder dog, you're just a plain average pooch! I'll throw this stick into the woods there—and you fetch it for me! Okay, Lizzie? Just this once?! NO BRILLIANCE!?

**CREPE DE CHINE—Red Chinese propaganda

Gee! It worked! Lizzie ran into the woods where I threw the stick, and she's actually fetched it for . . . me . . . ulp!

Oh, what's the use! She's also fetched 112 lost people!

She's gotta do something intelligent and heroic—even when she's not trying!

Could you tell me how I can get to Radio City?

I say! Is this the way to the elephant's graveyard?

Banzai! Has Honorable Emperor taken over New York yet?

Anybody looking for me? My name is Judge Crater!

Dr. Livingstone, I presume . . .

**AIDE-DE-CAMP—I donated to the Fresh Air Fund

C'mon, Lizzie! I'm tired of searching the fields for adventure! Let's go home and play Monopoly! I would play chess with you instead . . . but that game is just a little too difficult!

Maybe when I'm a bit older you can teach it to me!

Hi, Mom! Hi, Dad! Boy, Lizzie had quite a day today! You should have seen the brilliant things she . . . HEY! Where is Lizzie? I thought she was here!

She should be back soon, Tommy! After all, she knows she has to help you put together your hi-fi set today!

Goodness! I better straighten up! Today's the day somebody from an important Prize Committee is coming with another award for Lizzie!

Hello, Mr. and Mrs. Morton. It's me—the Nobel Prize man, again—and here is Lizzie's regular award of $25,000 for "Exceptional Canine Brilliance"!

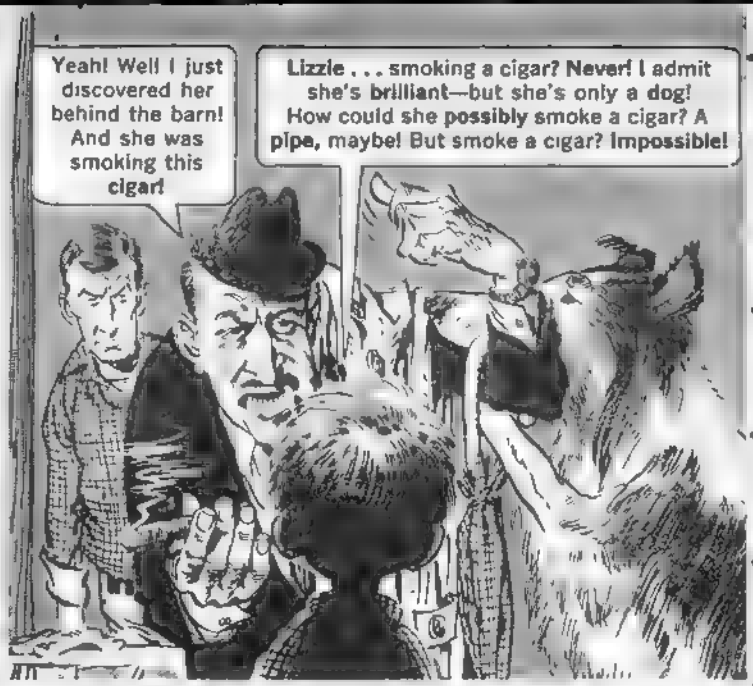
Oh, it's you! I thought you were the Pulitzer Prize man. He comes by here quite often, too! Thanks anyway, and we'll see you again soon!

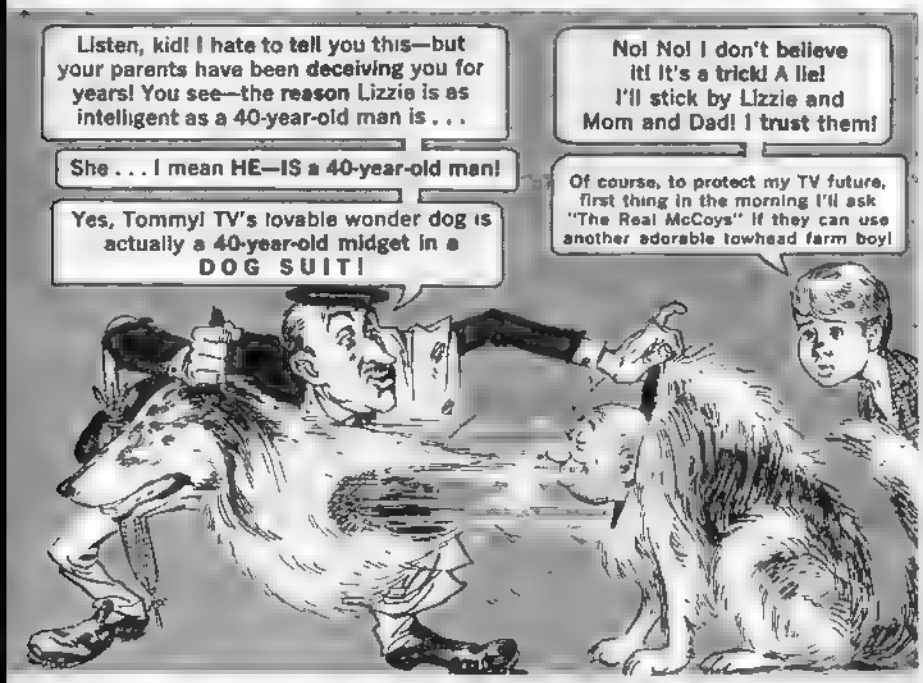
Oh boy! I have to tell Lizzie the wonderful news! What a day this has been for her!

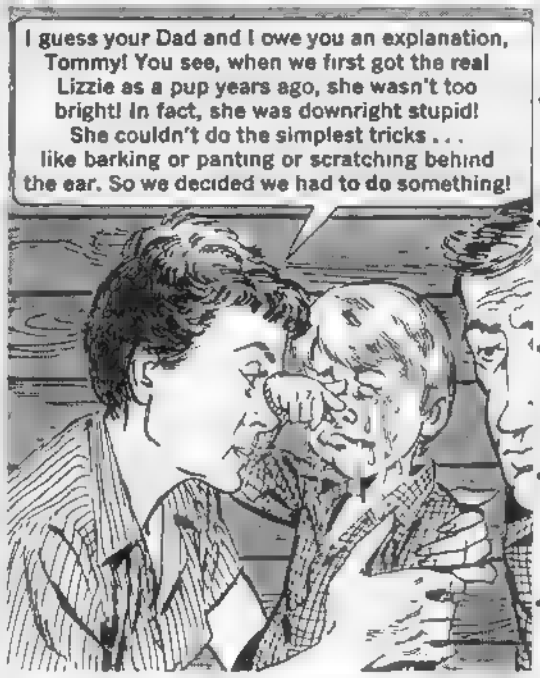
Hold it, Tommy! There you go—out with your hair combed again! If you don't muss it up this instant, you'll go up to your room without your milk and cookie Sunday supper!

And when's that kid gonna grow freckles already!? The neighbors are starting to talk!

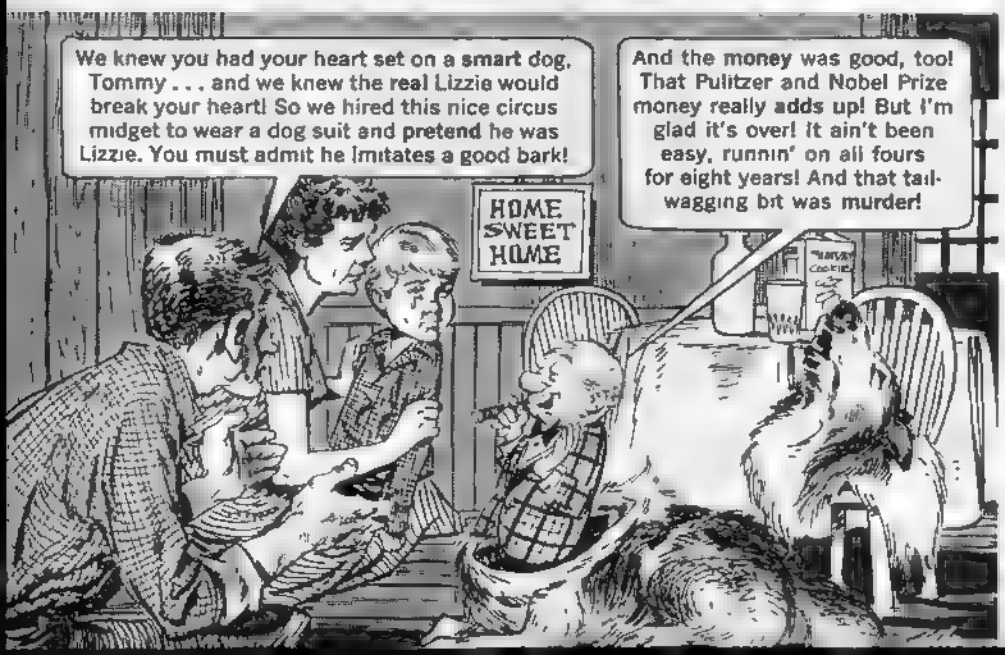
Golly! The Nobel Prize man is back! It must be time for another award for Lizzie!

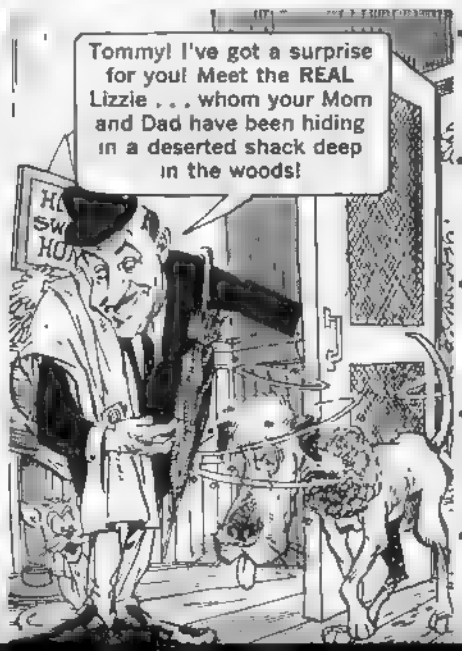


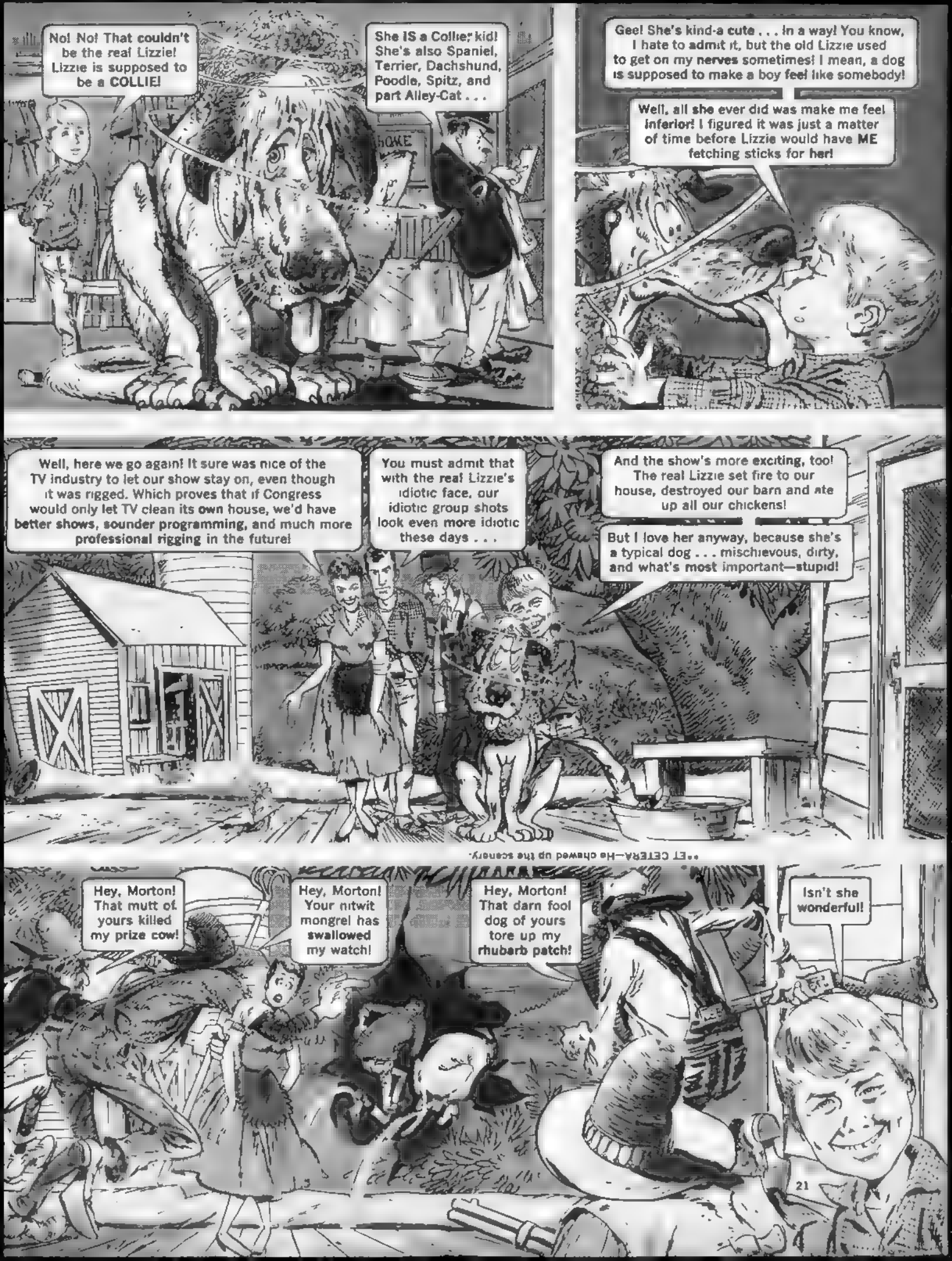




• FAUX PAS—My father's enemy






"ET CETERA—He chewed up the scenery.

The two best-known newspapers in the U.S. are the NEW YORK TIMES and the DAILY NEWS. And yet, both of them are falling down on the job by failing to provide *all the news!* The "high brow" TIMES only covers dry, scholarly happenings, while the "low brow" DAILY NEWS fills its pages

# HOW TO GET COMPLETE

ARTIST: JOE ORLANDO

**THIS TYPICAL DULL N.Y. TIMES STORY . . .**

## TOMB DISCOVERED BY ARCHAEOLOGIST

Mesopotamian Mausoleum Recently Uncovered By Yale Expert

By ARDSLEY PIPPIT

The remains of two ancient Mesopotamians in a mummified condition have been uncovered by one of the nation's most highly-regarded archaeologists. The discovery took place in a mausoleum recently excavated near Karplunget, a village in the western foothills of Iraq.

An investigation of the ancient edifice was undertaken by Professor Arthur T. Cartright, of the Yale University School of Archaeology. Dr. Cartright delivered a discourse on his findings yesterday evening before the semi-annual meeting of the members of the American Archaeological Society.

Dr. Cartright informed the Society's members that it was probable that one of the mummies was Mumaturhuuphon IV, a Mesopotamian ruler who is believed to have lived between 2980 and 2900 B.C. The other mummy appears to have been a female Mesopotamian who lived in approximately the same period.

In addition to the remains of the two individuals, the Professor also discovered other significant relics. Among these were an unspecified number of eating and drinking implments and a stone carved "uz", which experts identified as an early Mesopotamian weapon.

Professor Cartright's discoveries were received with credibility and scholarly interest by the Society's members.

OUTDOOR CULTURE THRIVES ON COAST

**WOULD LOOK LIKE THIS IN THE SENSATIONAL DAILY NEWS**

## Hot Time In Old Tomb Tonight, Says Egghead Who Dug Up Dirt

By HANK DREGS and BILL FLOTSAM

A lurid death pact between a sex-crazed king and his luscious B. C. sweetie has been dug up by an Ivy League egghead. According to Prof. Art Cartright, a Yale spademan the big boys really had it "made" in old Mesopotamia.

The Prof's startling exposé was revealed last night before a wild-eyed crowd of fossil buffs who drooled with delight as he spilled the soup about his friend. Cartright told his pals that the Mesopotamian VIPs kept their tombs stocked with food, drink, and other goodies with an eye to the day they'd be put away for good.

One of these goodies was a mummy (36-24-34) which the Prof hinted was the former girlfriend of Mumaturhuuphon IV, a well-known B. C. playboy. If the Prof can be believed, then its odds-on that Mumaturhuuphon and his shapely tombmate had been a steady twosome around the palace.

The Prof wouldn't come right out and say the king killed his sweetie just before his own death, but all the dirt uncovered points to a torrid lovetangle followed by a passion death-pact. Among the evidence was a 15-inch suicide knife, most likely used by the king after stabbing his curvacious cutie in one of the passages.

The Prof's find is rated as one of the top sexological discoveries of all time.

Jayne Mansfield as "Cleopatra"

**Billy (The Kid) Yields**

**MARE NOSTRUM—Mary can't play a guitar.

with violence, sex, and sensationalism. So the daily readers of each paper are being cheated. To meet their full responsibilities, the TIMES should start covering sex and violence, and the NEWS should begin reporting on dull scholarly events. If this happened, we'd solve the problem of . . .

# NEWSPAPER COVERAGE

WRITER: FRANK JACOBS

**THIS DAILY NEWS STORY OF DRUNKEN VIOLENCE AND DEATH . . .**

## Bottle-Swinging Brawler Slays Buddy In Bloody Bar Murder

By AL ZINK

Two drunks, stewed to the gills, battled it out before the paying customers at Duffy's Bar today. When the dust cleared, Ed McSweeney was laid out for good, his skull mashed to a bloody mess. His slayer, Bill O'Toole, was dragged off to jail where he's even money to sober up in time for tomorrow's hearing.

The brawl began when McSweeney, already half-blind, decided that he knew more about "Old Rotgut", a cheap bourbon, than any mug in the house. O'Toole, an ex-con with a record longer than his arm, wouldn't buy the story. Picking up his bottle of "Old Rotgut", he smashed the fifth over McSweeney's skull, giving his hair a new part.

McSweeney, his head resembling a five-and-ten jigsaw puzzle, dropped to the sawdust floor, his drinking days ended forever. When the cops came to pick up O'Toole, he was buying drinks for the house to celebrate his drunk-crazed blood bath.

O'Toole will be hauled into court tomorrow to face Judge Al (No-Mercy) Abernathy on the manslaughter rap.

Battered body of victim in barroom brawl is carried to Morgue Wagon.

**WOULD LOOK LIKE THIS IN THE N.Y. TIMES**

## ALCOHOLIC DEBATE CAUSES FATALITY

Alleged Incident Occurs In Public Drinking Establishment

By FINLEY FERNFEATHER

A momentary lapse in good social conduct caused Edward J. McSweeney to suffer a fractured skull at the hands of William O'Toole today. The incident occurred in the interior of Duffy's Bar, an establishment managed by Michael Monaghan.

The cause of Mr. McSweeney's untimely demise was attributed to a discussion between the deceased and Mr. O'Toole as to the alcoholic content of an economy priced bottle product. It is reliably reported that Mr. McSweeney maintained that the product contained less than seventy percent alcohol. Mr. O'Toole, in opposition, forcibly suggested that the product contained more than seventy percent alcohol

Mr. McSweeney requested that he be shown the label of the product. Whereupon it is alleged that Mr O'Toole complied with the request by maneuvering the bottle, with more than usual force, into Mr. McSweeney's line of sight, and thence onto his skull

At this juncture, Mr. McSweeney declined to continue the discussion and assumed a horizontal position on the floor of the establishment.

Mr. O'Toole is scheduled to be arranged before Justice Alfred Abernathy in Magistrates Court tomorrow on a charge of willful manslaughter.

## PSYCHOLOGICALLY SPEAKING

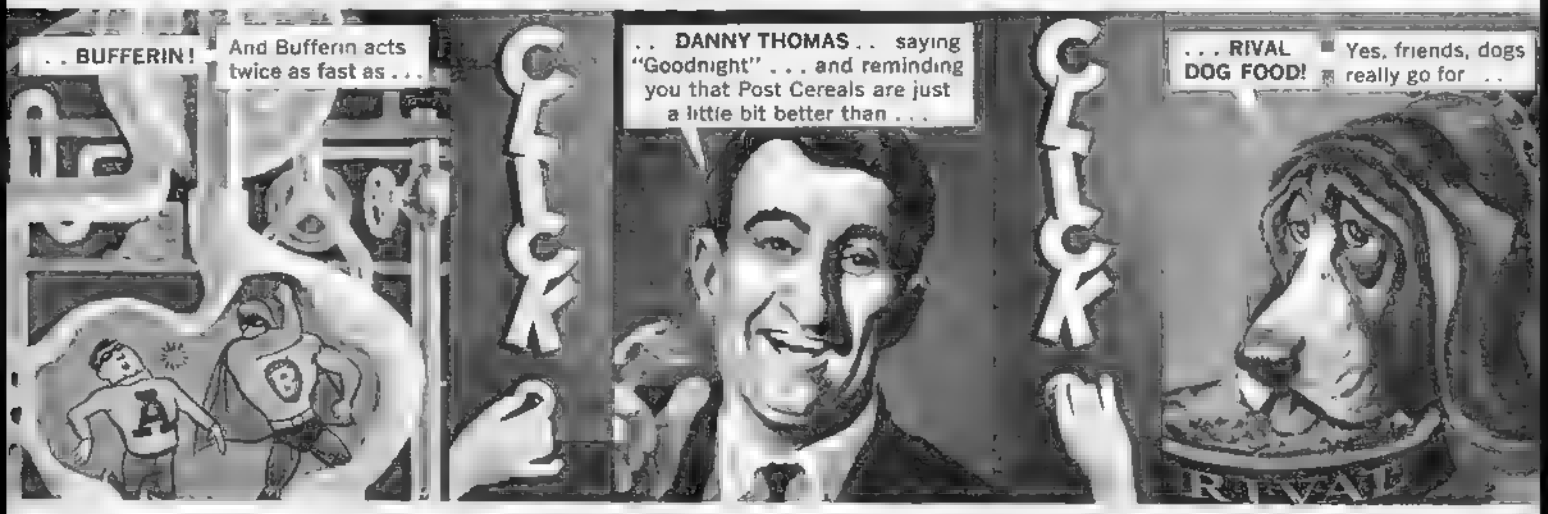
**GOTTERDAMMERUNG—The #%$&! phone is ringing

**A TURN FOR THE WORSE DEPT.**

We know about "Russian Roulette" . . . the game where you have a six-shooter with one bullet and you keep pulling the trigger until somebody loses by getting killed. And we know about "Magazine Roulette" . . . the game where you have six magazines and you keep choosing one until somebody loses by picking MAD. But the most vicious game we know is the one that millions of Americans play every

# COMMERCIAL

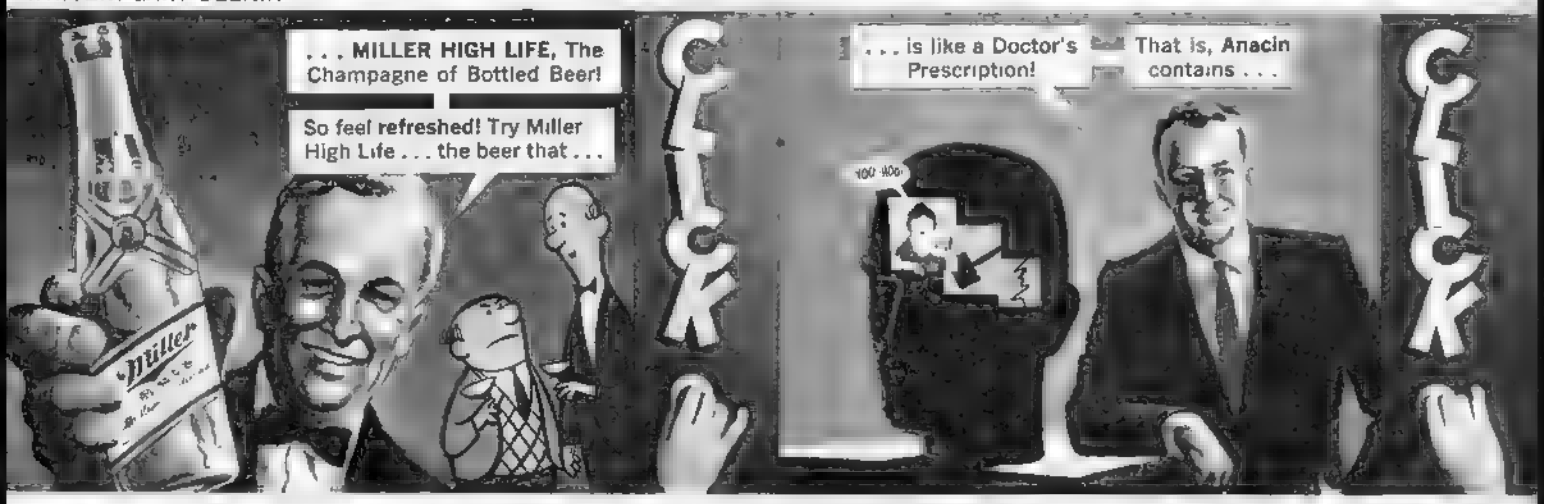
ARTIST: BOB CLARKE

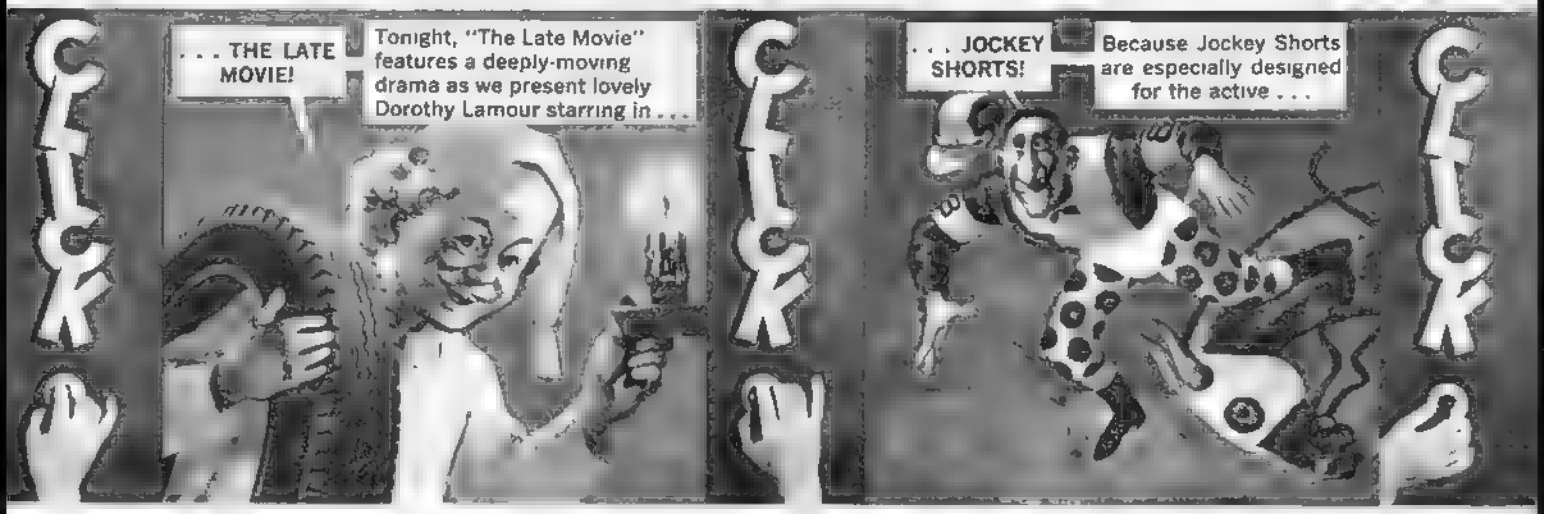


day. That's the game where you have six TV channels and you keep turning to each, trying to find some entertainment. The game starts when it's time for the commercial. Mainly, when you decide to switch it off. Because the TV networks are wise to this sneaky maneuver, and they've all scheduled their ads to come on at the same time. Here, then, is what it's like . . . when you're playing . . .

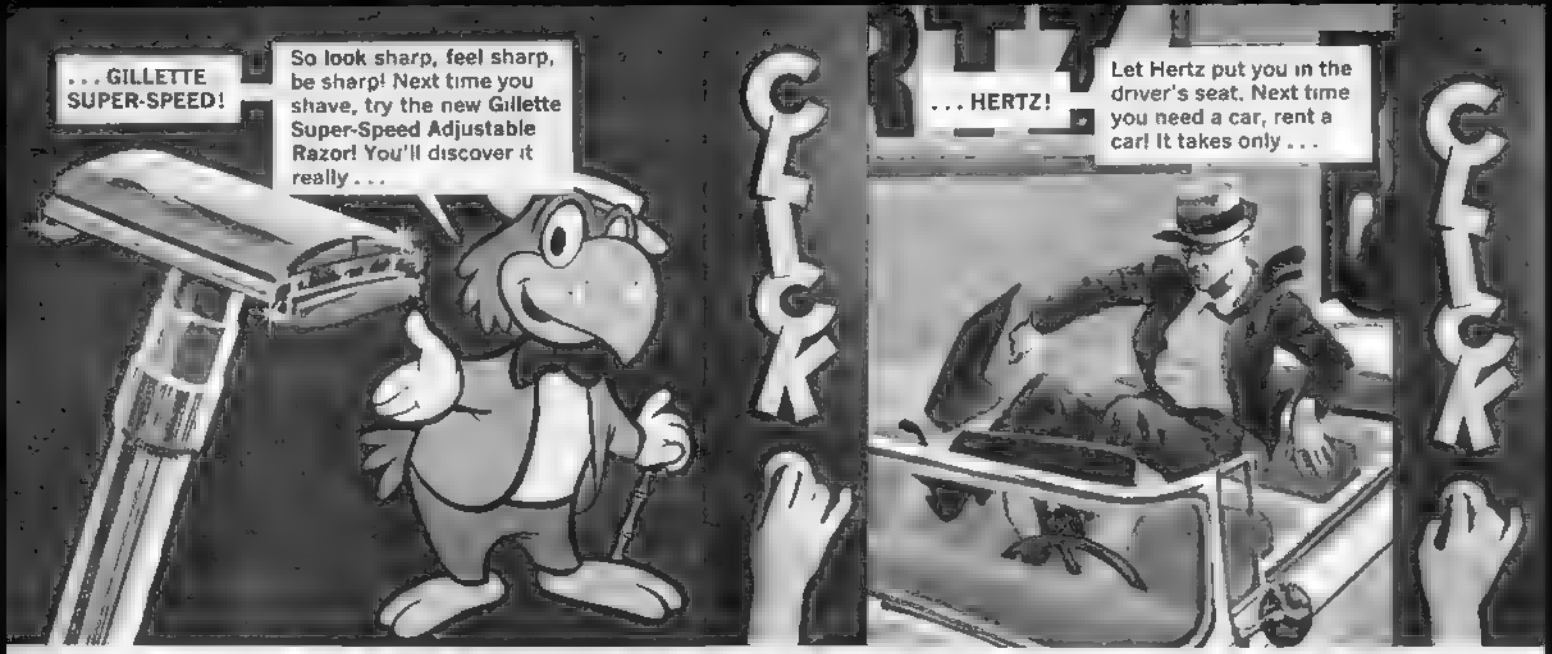
# ROULETTE

WRITER: GARY BELKIN

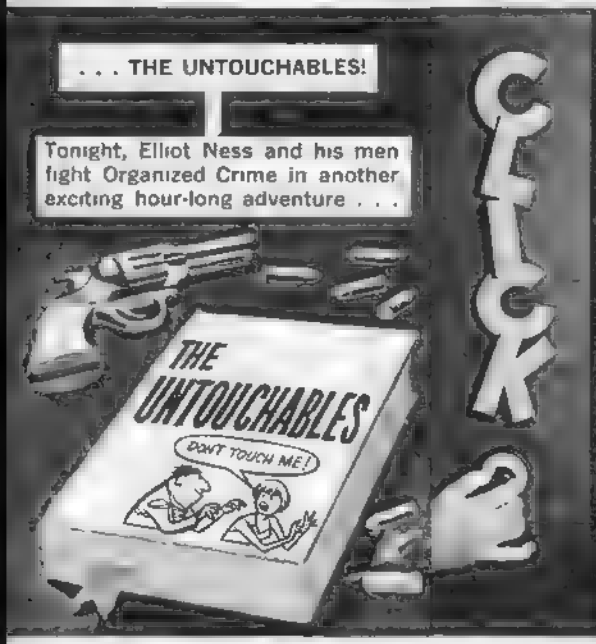


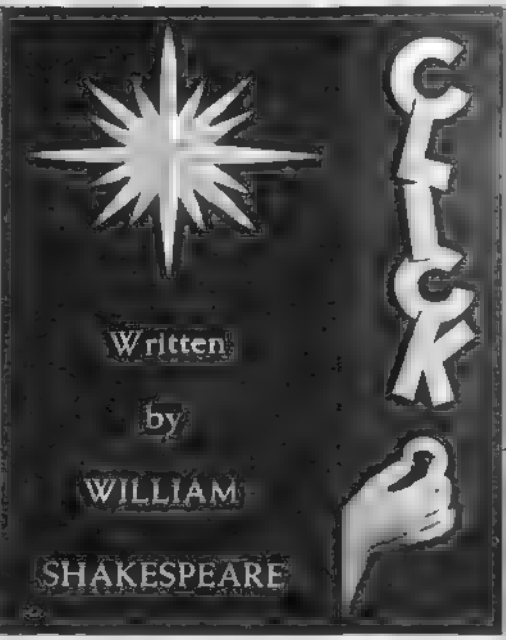



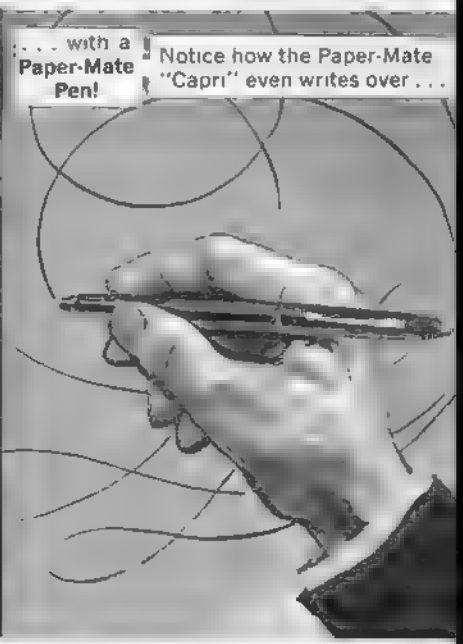

"CHAMPS ELYSEES—Floyd Patterson and Ingemar Johansson are lazy.


. . . GILLETTE SUPER-SPEED!
So look sharp, feel sharp, be sharp! Next time you shave, try the new Gillette Super-Speed Adjustable Razor! You'll discover it really . . .
CLICK


. . . HERTZ!
Let Hertz put you in the driver's seat. Next time you need a car, rent a car! It takes only . . .
CLICK

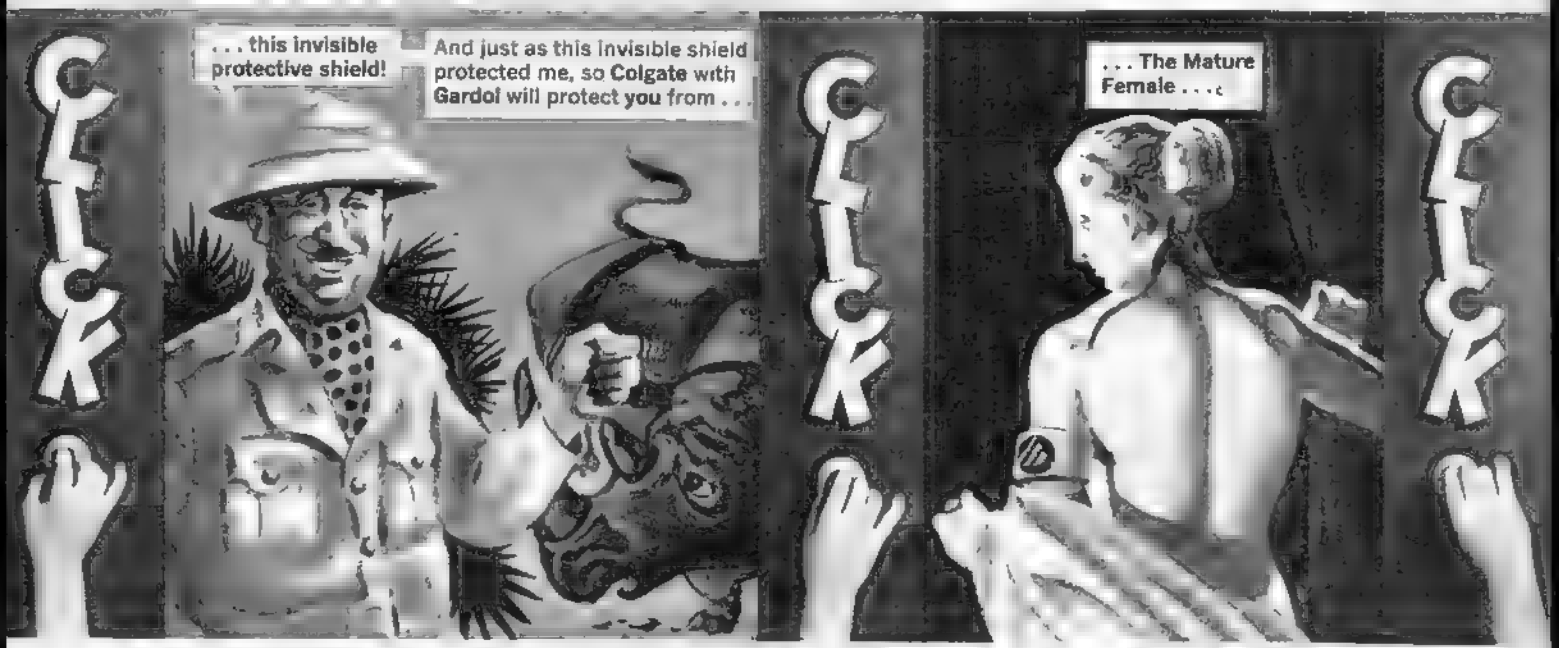

. . . THE UNTOUCHABLES!
Tonight, Elliot Ness and his men fight Organized Crime in another exciting hour-long adventure . . .
THE UNTOUCHABLES
DON'T TOUCH ME!
CLICK


Written
by
WILLIAM
SHAKESPEARE
CLICK

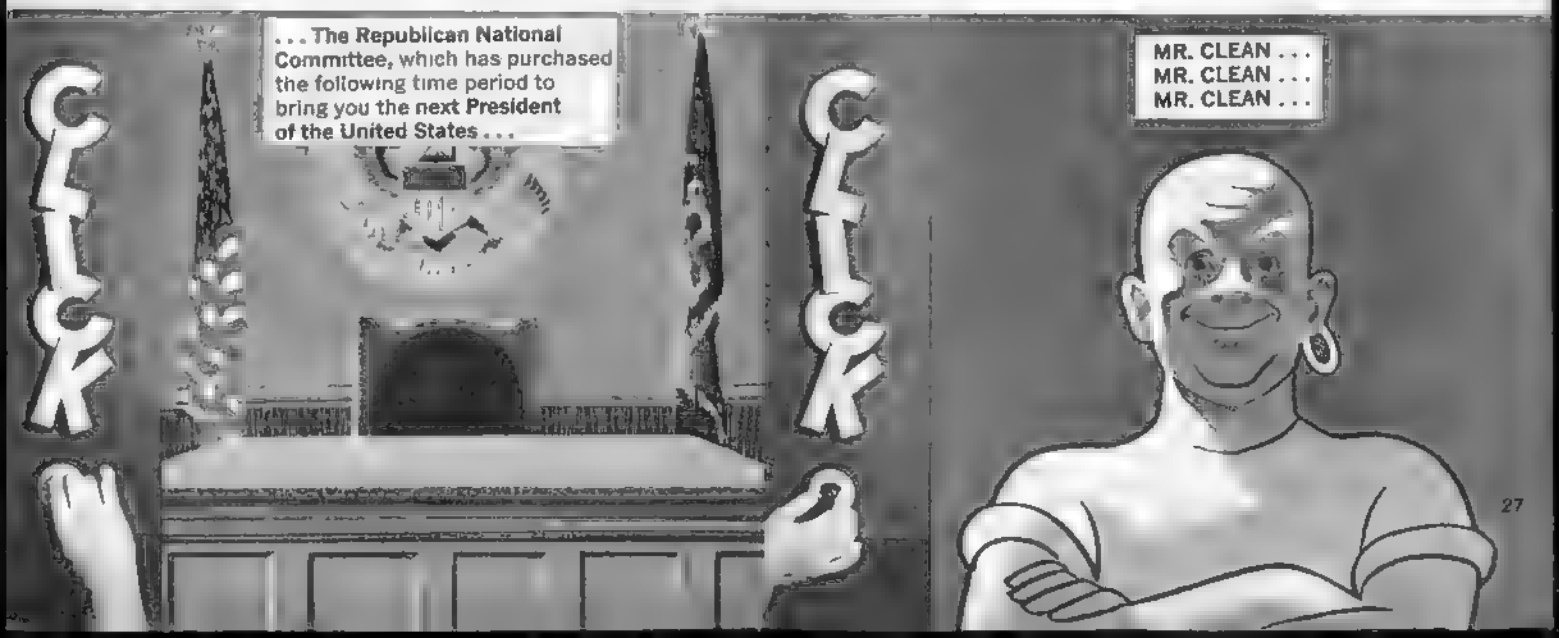

. . . with a Paper-Mate Pen!
Notice how the Paper-Mate "Capri" even writes over . . .

So . . promise her anything . but give her .
CLICK

. . . JACK PAAR!
Jack's special guests tonight include . . .




"LA PLUME DE MA TANTE—There's a plum in my tent



**AND THEN I WROTE DEPT.**

EVERY YEAR WHEN SCHOOL STARTS AGAIN, TEACHERS ALWAYS ASK THEIR PUPILS TO WRITE COMPOSITIONS ON WHAT THEY DID OVER THE SUMMER. IT HAPPENS TO EVERYBODY WHO EVER WENT TO SCHOOL. AND THAT MEANS IT HAPPENED TO CELEBRITIES WHEN THEY WERE KIDS, TOO. HERE, THEN, ARE SOME ENLIGHTENING COMPOSITIONS BY FAMOUS PEOPLE ON

Ogden Nash — September 15, 1910

How Did I Spend My Summer?

I spent my summer doing the things which children often can't do
And had more fun than any other kid you've ever known in your whole life because I visitted my cousin and we did what we saw my Aunt do.
We fished and swam and played and ran
and kicked the can
And had more fun then we would have if we'd planned it.
But just as we got into the swing of things
It ended.

FRANK COSTELLO — SEPTEMBER 24, 1909

I REFUSE TO RITE THIS COMPIZITION ON THE GROUNDS THAT IT MIGHT TENDER TO INCINERATE ME.

# HOW THEY SPENT

ARTIST: BOB CLARKE

Sidney Skolsky — Sept. 10, 1919

How I Spent My Summer Vacation

When I rite about summer I allways try to remember that it is not only my summer but it is also your summer. Summer is a time when children play stick ball and go swimming and ride bikes. I do not play stick ball and I do not swim and I do not ride a bike. I watch.

I saw Tab McInerney and Lance Levy in the corner candy store where they hang out with Rock Huntschlager. And they told me that the reson they won' let me play with them is because of my size which is too small.

But I don't mind. If they will not let me play with them I can allways watch them. I like watching things that happen even thowe I cannot do them. Which is what I did all during July and August.

But don't get me rong, I love summer vacation.

Oscar Hammerstein, Jr. — September 14, 1903

The Sound of Summer

I spent most of my summer in corny old Kansas. where I climbed every mountain which was pretty easy because there aren't any. One enchantid evening I met a strange girl. Boy there is nothing like a ~~dame~~ girl to make a gentelman feel like a dope. We kissed in the shadows and people there said we're in love. I was reely embarassed but I enjoyed being with a girl.

Did I enjoy my summer because it was beutyful? Or was it beutyful because I enjoyed it?

Oh what a beutyful Summer. Each was a beutyful day. I had a wonderful Summer! Because everyone gave me my way.

P.S. Don't give good marks to me. Don't praise my work too much. More than a "B" will be much too much. People will say I'm your pet.

PARAMOUNT PICTURES, INC.
421 N. Gower Street, Hollywood, Calif.

Shirley Temple September 12, 1936

How I Spent My Summer

I spent my summer working as usualk. I worked in ~~to~~ ~~two~~ 2 pictchures in which I ~~starred~~ starred. I worked hard. It is hard work to be a starr like I am and dance and sing and smile with dimpules and be cute so I can be the countrys ~~number~~ ~~number~~ # one Box Office.

I guess all my summers will be like this untilk I grow up which they won't let me do becawse it isn't in my contract.

Actchually, I did not have a vacation thissummer becawse I still had to go to school kind of. I had to keep taking my dancing lessons and singing lessons and cuteness lessons.

Robert Hope September 12, 1916

How I Spent my Summar Vacation

A funny thing happened to me on the way to my summar vacation. I told a freind that "I was going away for a munth," and he said "July?", and I said "Of course not! I never lie!"

These are the sentenses, Teach.

But serially, peepul should take pride in thier summar vacation, Because pride goes before a Fall.

I know your out there, Teach, I can hear you marking.

But serially, I don't have to take a summar vacation you know, only I'm to nervous to take a winter one.

But now that school has started, I have a problim. Take my report card - Please.

In closing, I'd just like to say, if your going to have a summar vacation the best time is July and August

# THEIR SUMMER

WRITER: GARY BELKIN

HENRY R. LUCE SEPT. 9, 1907

MY SUMMER

Fun-Filled Days

This July, as it must come to all school boys, summer came to me (my 10th). And I had the good Fortune to enjoy the Time of my Life on this one. I spent a fun-filled, care-free, homework-less vaca-tion. It was more fun than any other I'd ever had (see COMPOSITION: Jan. 4, "How I Spent My Winter Vacation"). I really enjoyed myself (swimming, playing, eating, sleeping, talking, lazying), as I was away from my child-rearing, apron-stringing, daily-lecturing, pain-in-the-necking parents (see COMPOSITION: May 10, "The Man-Of-The-Year And His Wife"). Being away from them was more fun than any previous mosquito-slapping, rash-scratching, Luce-living vacation.

Jayne Mansfield Sept 23, 1940

How I Spent My Summer Vacation

I had a wonderful fabulus summer vacation. Of coorse I had to take my violin lessons because I am going to be a consert violinest someday.

But most of the time we had a Browny Camrer and I posed for pictures a lot It was fabulus. Realy fabulus. Because my shimmering black hair fotografs so good.

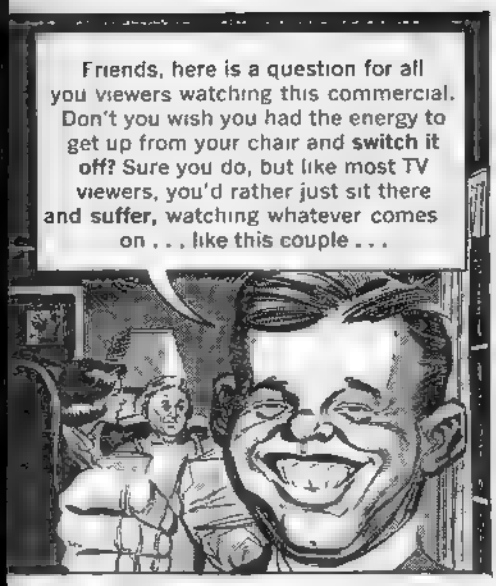
The only one bad thing all summer was my mother She made me ware a sweater all the time. No matter how hot it was. My mother is fabulus. Realy. When I don't eat she says "Eat! Peopul in Europe are starving!" And when I don't ware my sweater she says, "Ware! Peopul in Europe are freezing!"

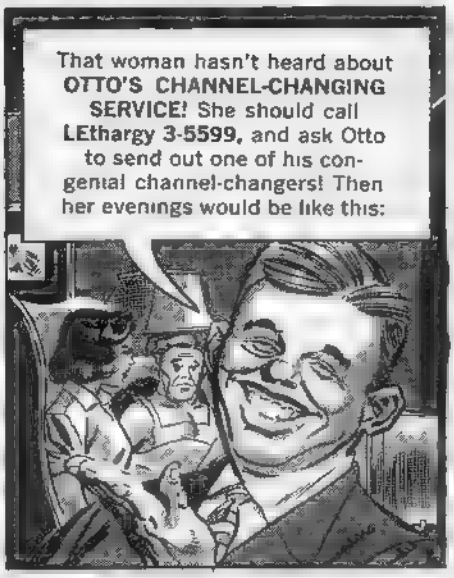
When I grow up I am going to do what I want all summer. I am going to have lots of pictures taken without a sweater.

**TAKE IT LYING DOWN DEPT.**

If you're a shiftless clod (which is likely, or you wouldn't be reading this magazine), then you probably know about Service Organizations. These are businesses which perform some kind of service for a fee. Today, there are services that will answer your phone, walk your dog, make your baby's formula, feed your guests . . . in fact,

# NEW SERVICE FOR A LAZY






## "I Got No Problems With My Wife Since I Called"

# GRIBLEY'S

He's a smart husband! He knows better than to argue with his wife! He knows he'd only exert himself unnecessarily! He knows he'd end up an exausted, ulcer-ridden wreck! And mainly, he knows he'd lose! That's why he's called in Gribley's Wife-Arguing Service!

**ONLY GRIBLEY SERVICEMEN POSSESS THESE QUALIFICATIONS:**

1. A set of lungs guaranteed and certified by the Mayo Clinic.
2. A minimum of 20 years service as a U.S. Marine Top Sergeant.
3. Membership in CLASH (Cooperative League Aiding Spineless Husbands)

When your wife starts yapping, you can start napping. Just call GRIBLEY'S. Within minutes, one of our Servicemen will be at your house to take over. He'll match her insult for insult, and won't leave until she shuts up!

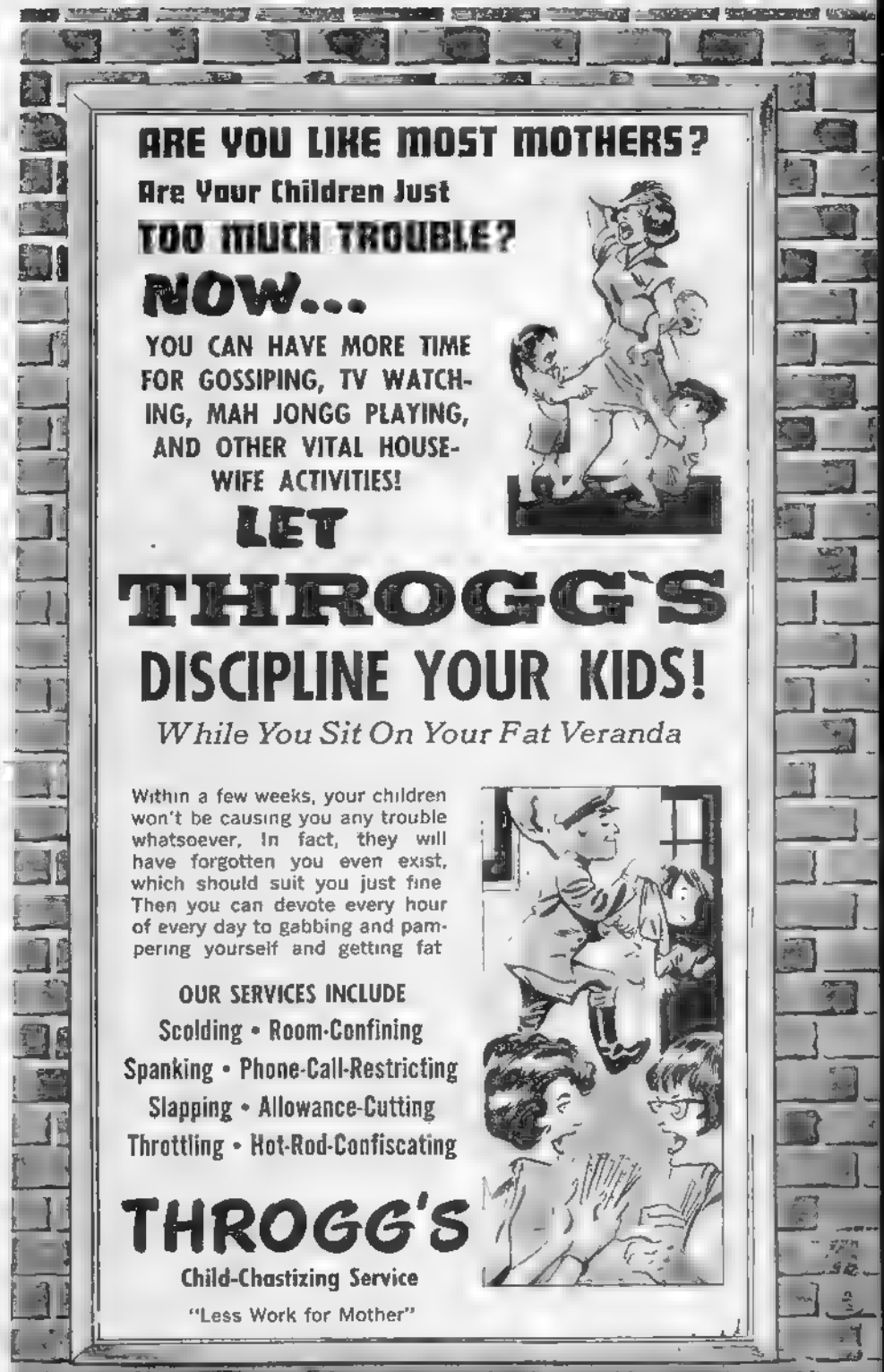
**GRIBLEY'S**

WIFE-ARGUING SERVICE
"The Strife You Save May Be Your Own"

do just about anything for you if you can afford it. The way MAD sees it, this frightening trend will continue into other areas until we won't have to do a thing for ourselves. So, if you haven't the energy to read on . . . for an outrageous fee, the MAD Readers Service will send out a man to read you this article called . . .

# ORGANIZATIONS AMERICA

ARTIST: JOE ORLANDO
WRITER: FRANK JACOBS




**PATRES CONSCRIPTI—Daddy got drafted

## TOO TIRED TO HATE? ...THEN CALL

# MULVANEY'S

**We Make Life Miserable For Your Enemies**

**OUR SERVICES INCLUDE:**

Name-Calling — Anonymous Letter-Writing
Telephone-Threatening — False Accusing

**ALL TYPES VENDETTAS PLANNED AND EXECUTED**

Try Our Guaranteed Six-Week Whispering Campaign

THIS WEEK'S SPECIAL:

The Neighbor of Your Choice Burned in Effigy!

## MULVANEY'S HATE SERVICE

**"You Do The Resting . . . We Do Your Detesting!"**

*TIRED OF USING YOUR HEAD?*

Then Call...

## ESTERHAZY'S

Are you sick and tired of having to *think* when people ask you questions like "What's today's date?" or "How old are you?" Then let ESTERHAZY'S MEMORY SERVICE do your remembering! We will provide you with a well-qualified, skilled field man! He will stick by your side and DO YOUR THINKING *FOR* YOU!

WE REMEMBER:

Your Name · Your Address · Your Phone Number
What Day It Is · What Month It Is · What Year It is · How Many Children You Have · What You Had For Breakfast · Where You Mislaid Your False Teeth · How Much You Owe Us For This Necessary Valuable Service And The Check

# ESTERHAZY'S

## MEMORY SERVICE

*"To Think Is To Be Full Of Sorrow"—Keats*

When Letter-Writing Gets You Down . . .

## . . . Let RAPPAPORT'S Pick You Up!

Perhaps you've just gotten married. Or maybe you've just had a birthday. Or could it be the week after Christmas. In any case, you've received dozens of gifts . . . and now you've got to sit down and write all those miserable "Thank You" notes.

*OR DO YOU?*

Not if you call Rappaport's Thank-You Note Service!

Here is the service used by some of America's laziest, but socially correct ingrates. All you do is supply us with the names and addresses of people who have sent you gifts, plus a sample of your handwriting. One of our skilled forgers will go to work, and write as many innocuous, slushy, gooshy thank-you notes as you need. It makes no difference what the gift was, since most "thank you" letters don't really say anything anyway. What is important is; you'll have more time to do nothing.

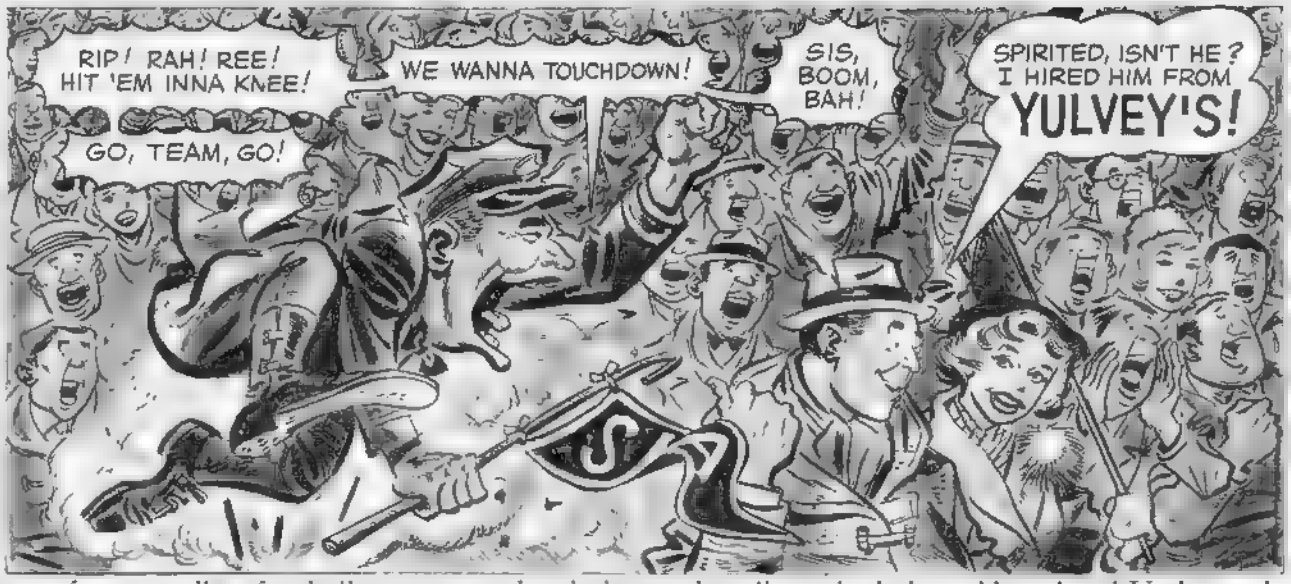
## RAPPAPORT'S

THANK YOU NOTE SERVICE

A Division of "Rappaport's Condolence Card and Vacation Postcard Writing Service"

BOX 10 Halfpast, Tenn. Inquire about our Diary-Keeping Service

# WHY STRAIN YOURSELF?




It's fun attending football games . . . but let's face it! It's no fun cheering yourself hoarse, and yelling till you're blue in the face, and generally exerting yourself. You're not getting any younger, you know. So why not do what so many other disgustingly lazy Alumni and Undergraduate football fans are doing these days? Simply hire one of YULVEY'S SPIRITED SPECTATORS. He'll take care of your cheering . . . while you behave like the lazy clod that you really are.

## YULVEY'S SPIRITED SPECTATOR SERVICE

BOOING—HECKLING—YELLING—SCREAMING—SOBBING

"USE YOUR HEAD . . . SAVE YOUR AIR!"

**"Yulvey's Spirited Spectators" are also available for Baseball Games, Political Rallies, Congressional Hearings, Traffic Jams and Bridge Tournaments. Money back guarantee in case of collapse.**

## FINSTER'S

**FOOD-CHEWING SERVICE**

**"No Job Is Too Tough"**

Dear Rich, Lazy Slob,

If you can put forth the effort to read this letter, you will discover a delightful new way to pamper yourself. We refer to our exclusive Food-Chewing Service, which has been set up to make your life even more useless than it is now, if that's possible.

As a rich, lazy slob, you naturally employ servants to dress you, tuck you in at night, and perform all those other services which are beneath you. However, we can understand how distressed you must feel each day when you are forced to exert the unnecessary effort of chewing your own food.

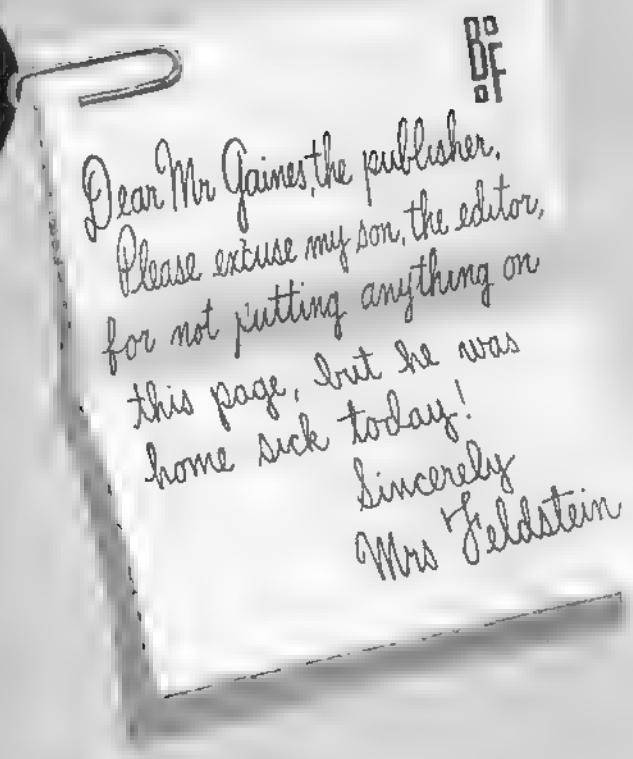
For the ridiculously reasonable fee of one hundred dollars per week, we will send to your home one of our laboratory-tested-food chewers. Each is a Harvard graduate, under thirty, and fully endorsed by the American Dental Association. He will sit by your side at breakfast, lunch and dinner. And we can assure you that his teeth are equal to even the toughest pheasant-under-glass.

Why not contact us today and make your life a total waste? Our fee, by the way, is tax-deductible as a Medical expense, and high enough for you to boast about at the next board meeting.

Digestively yours,

Philo Finster

Philo Finster
President
Finster's Food-Chewing Service


Dear Mr Gaines, the publisher,
Please excuse my son, the editor,
for not putting anything on
this page, but he was
home sick today!
Sincerely
Mrs Feldstein

**MINE ENEMY GROWS NICER DEPT.**

If you've been watching those World War II movies on TV's Late Show that were made in the early 40's . . . and if you've also been seeing those World War II movies in your local theatres that were made in recent years, you've probably come to the same conclusion we have: mainly, that there must have been TWO World War II's! Well, we've done some research, and discovered this is not true! The reason one group of films is so different from the other is that our enemies *during* the war became our friends afterwards. Because of this fact, today's movie producers are doing the only imaginative, sensible, and patriotic thing . . . namely, *changing the pages of history!* Won't you join us now as MAD reviews past and present Hollywood Movies to explore . . .

# THE TWO FACES OF WORLD WAR II

ARTIST: GEORGE WOODBRIDGE
WRITER: LARRY SIEGEL

**TYPICAL CHARACTERS IN WORLD WAR II MOVIES MADE DURING THE WAR**

The Japanese Officer is sadistic and brutal. He jabbers and screams in Pidgin English. He has ugly buck teeth. He is short, fat and bowlegged, and looks like a monkey.

The German Officer is evil and sinister. He shouts "Heil Hitler!" and "Schvienhundt!" He usually wears a monocle, and keeps vowing to destroy decadent American Democracy.

**TYPICAL CHARACTERS IN WORLD WAR II MOVIES MADE AFTER THE WAR**

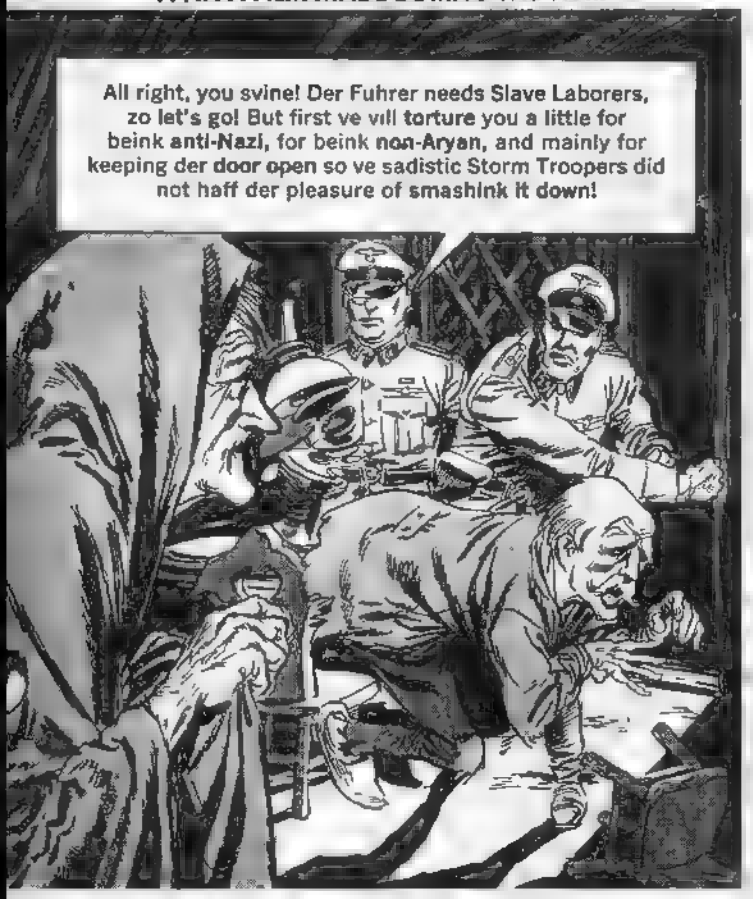
The Japanese Officer is kind, but misunderstood. He is neat and civilized, and talks impeccable English. His teeth are capped and straight. He looks like Keye Luke.

The German Officer is honest and sincere, but confused. He says things like "Vere haf ve failed as human beinks?" He keeps vowing to destroy decadent Hitler-type fascism.

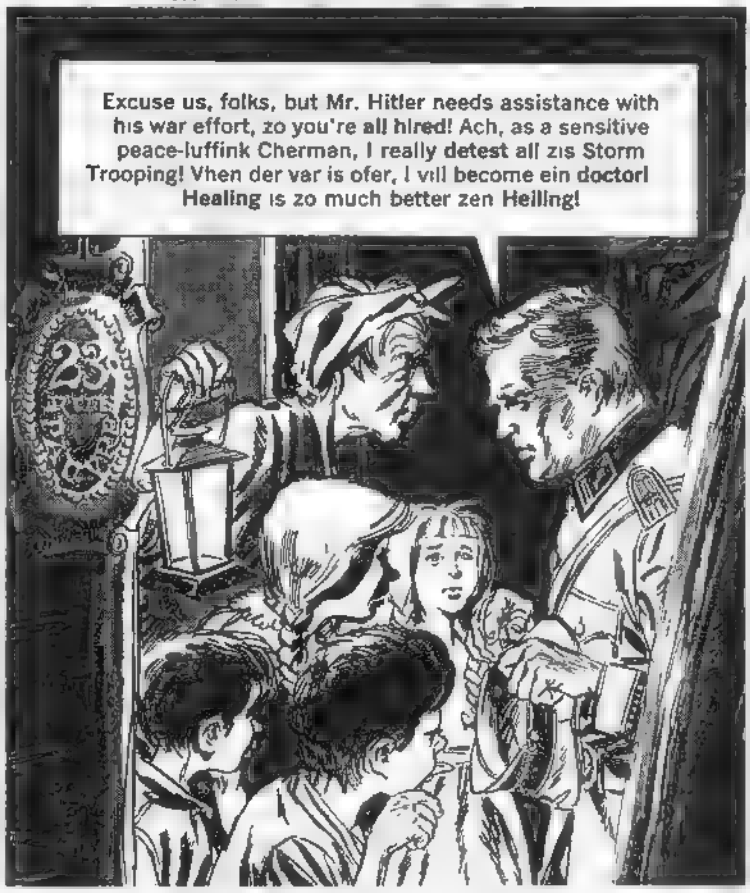
# TYPICAL SCENES IN

## THE GERMAN STORM TROOPERS ROUND UP SLAVE LABORERS

**. . . IN A FILM MADE DURING THE WAR**



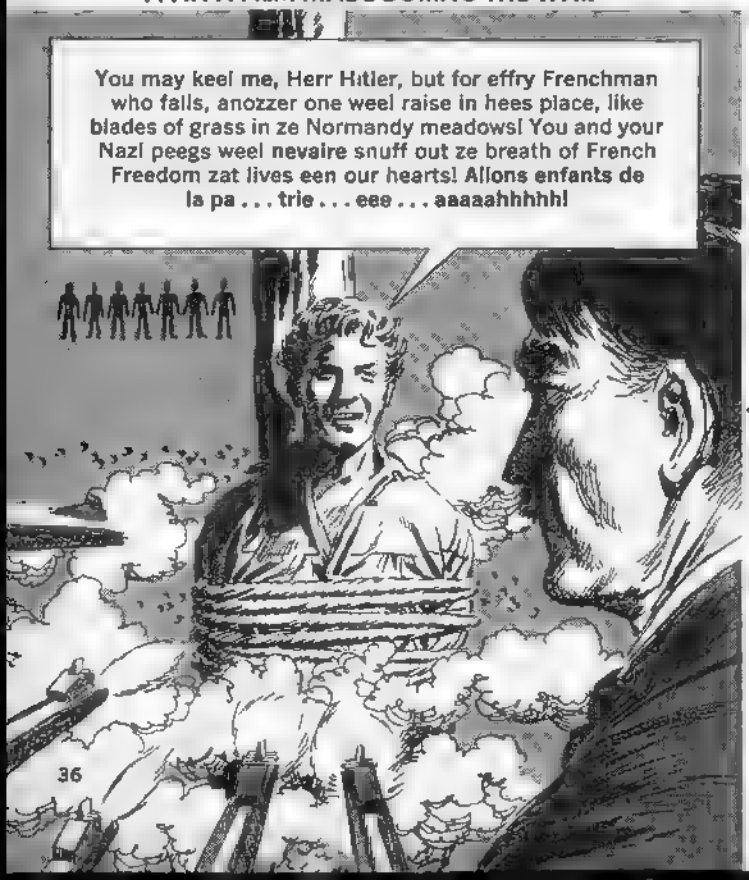

**...IN A FILM MADE AFTER THE WAR**



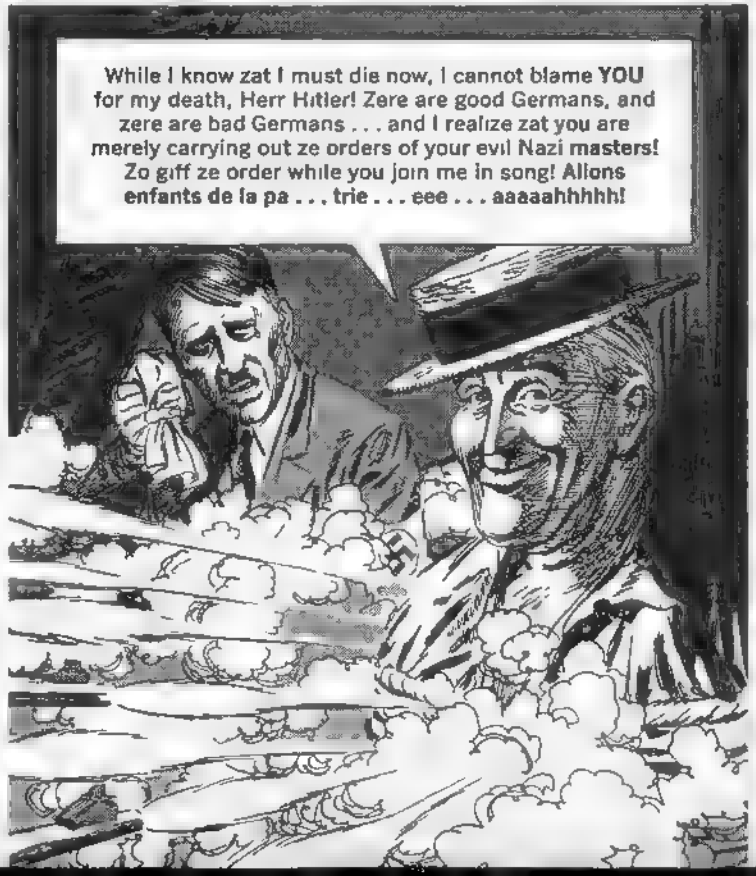

**CAVEAT EMPTOR—Feed her cavil and you'll make out

## THE FRENCH UNDERGROUND PATRIOT FACES A FIRING SQUAD

**. . . IN A FILM MADE DURING THE WAR**



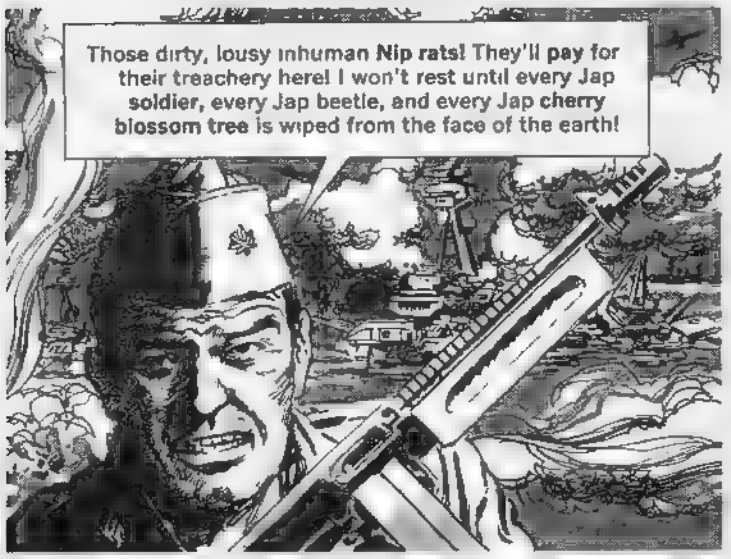

**...IN A FILM MADE AFTER THE WAR**



# WORLD WAR II MOVIES

## THE AMERICAN MAJOR SURVEYS THE DAMAGE AT PEARL HARBOR

**. . . IN A FILM MADE DURING THE WAR**

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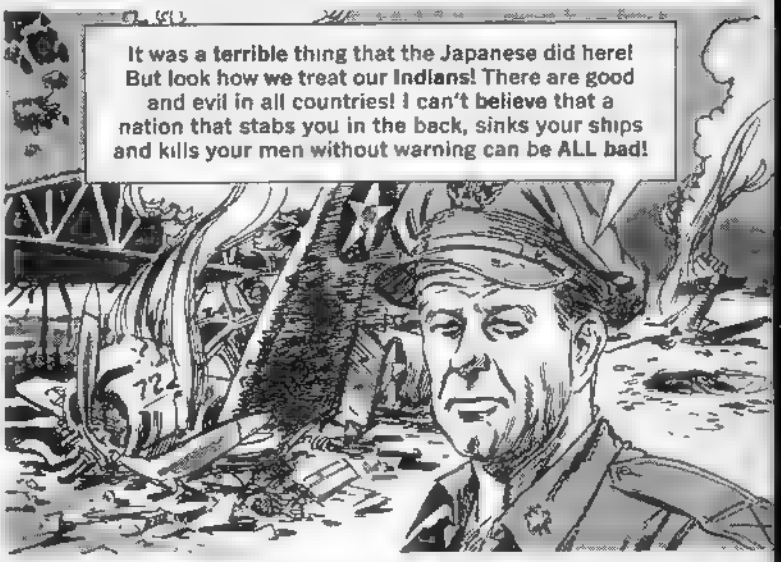
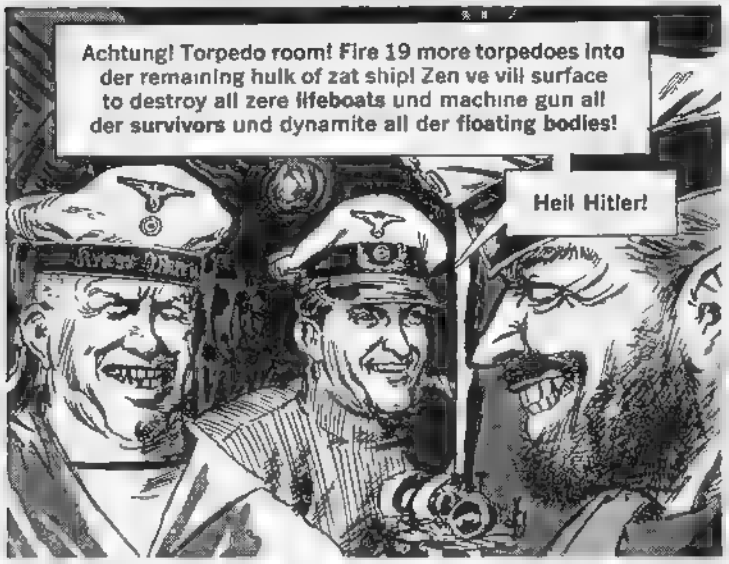



## THE GERMAN U-BOAT COMMANDER SINKS AN AMERICAN TROOPSHIP

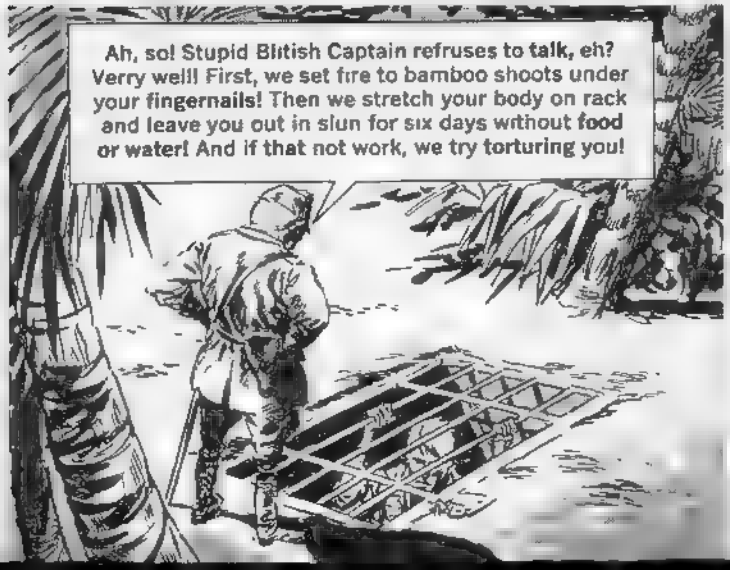
**. . . IN A FILM MADE DURING THE WAR**



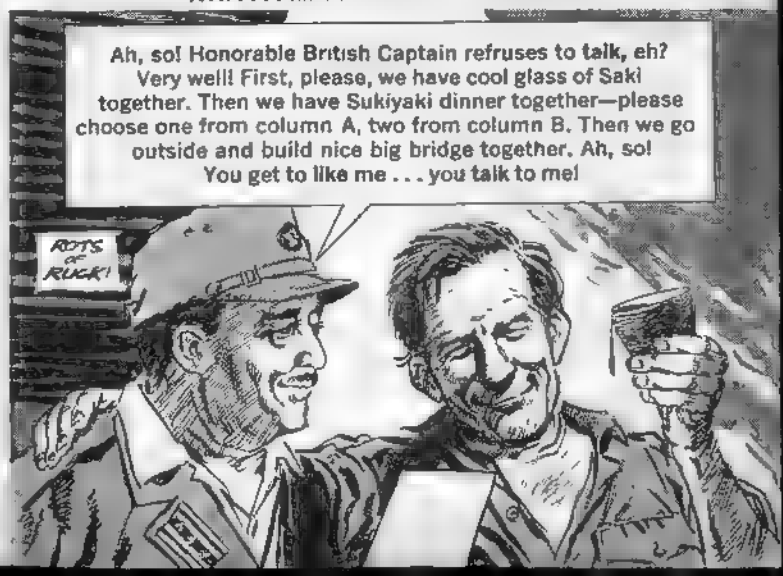

**. . . IN A FILM MADE AFTER THE WAR**

## THE JAPANESE PRISON CAMP COMMANDANT SEEKS INFORMATION

**. . . IN A FILM MADE DURING THE WAR**




**. . . IN A FILM MADE AFTER THE WAR**



**IN FACT, IF WE CONTINUE GETTING FRIENDLIER AND FRIENDLIER WITH OUR OLD ENEMIES, HERE IS WHAT WE MAY BE SEEING IN...**

# FUTURE WORLD WAR II FILMS

The Japanese Officer will look like Tab Hunter, but with straighter teeth. He will no longer be misunderstood. We will know him for what he really is... America's most loyal World War II ally, except maybe for the British.

The events of Dec. 7th, 1941 will be pictured as purely accidental, and Pres. Roosevelt will be shown apologizing to Emperor Hirohito because exploding U.S. warships at Pearl Harbor gave Japanese pilots headaches and earaches.

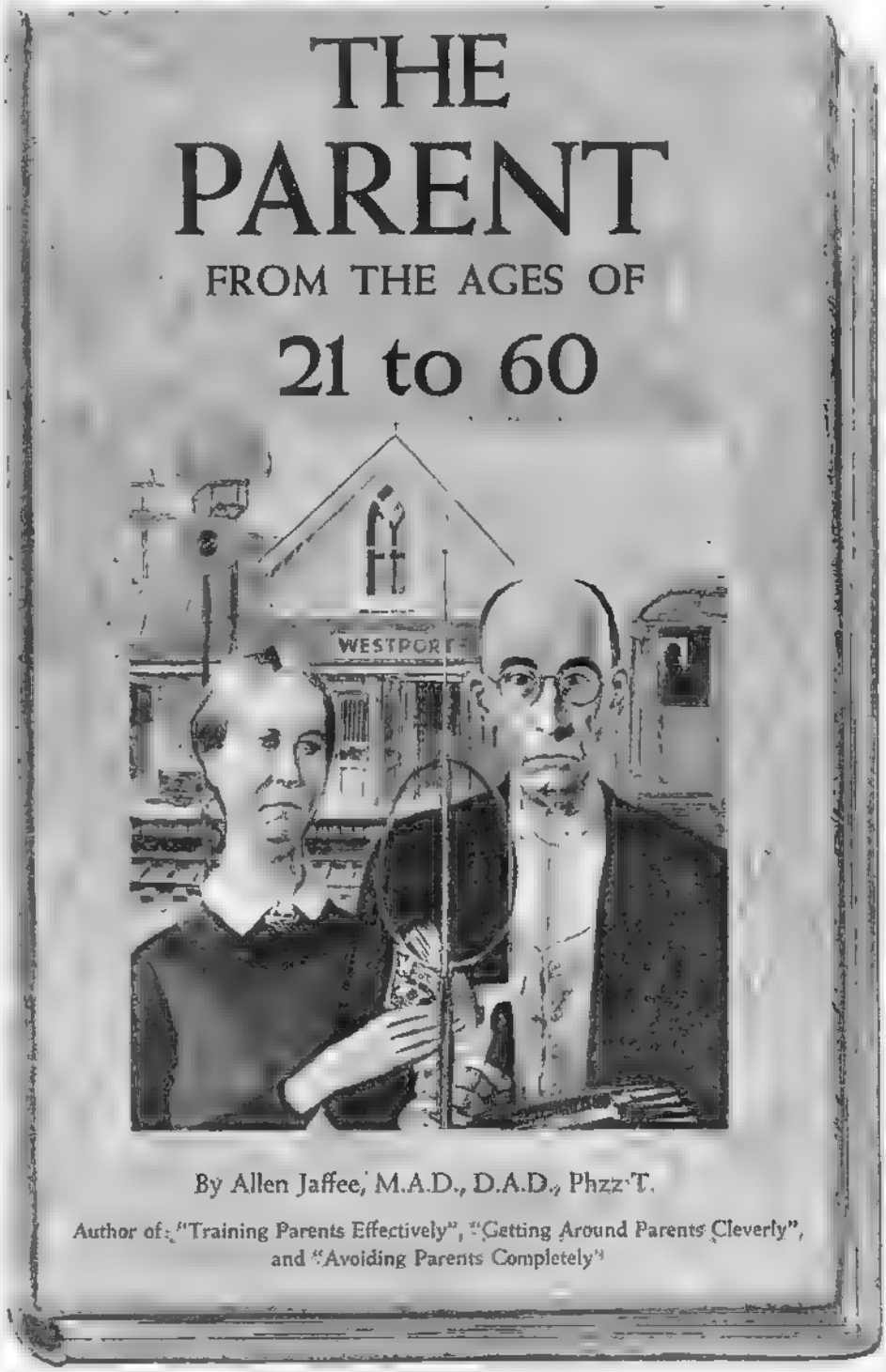
The German Officer will look like Perry Como, only he'll be much nicer. And he'll no longer be confused. Mainly about which side he's on. He'll know for sure. Because Germany's an even more loyal ally of America than Japan.

The German army will be pictured kind and considerate as it overruns nasty countries like Poland and Austria. The Gestapo will be shown as a special branch, organized to help minorities rebuild their churches and synagogues.

DALAI LAMA—Salvador skipped the country

**THE PATTER OF BIG FEET DEPT.**

Millions of words have been written on the subject of child psychology. There's hardly a parent today who is not familiar with the "baby bibles" of Doctors Spock, Gesell, etc. These books explain every facet of child behavior and child upbringing, and millions of parents turn to them for help whenever a problem arises. In other words, today, kids are literally being "raised by the book". Now, **MAD** feels it's time we saw the other side of the coin. Namely, how about a book for kids which explains every facet of **parent** behavior and **parent** upbringing? Then, whenever a problem arises, the kids can turn for help to . . .



ARTIST: WALLACE WOOD WRITER: AL JAFFEE

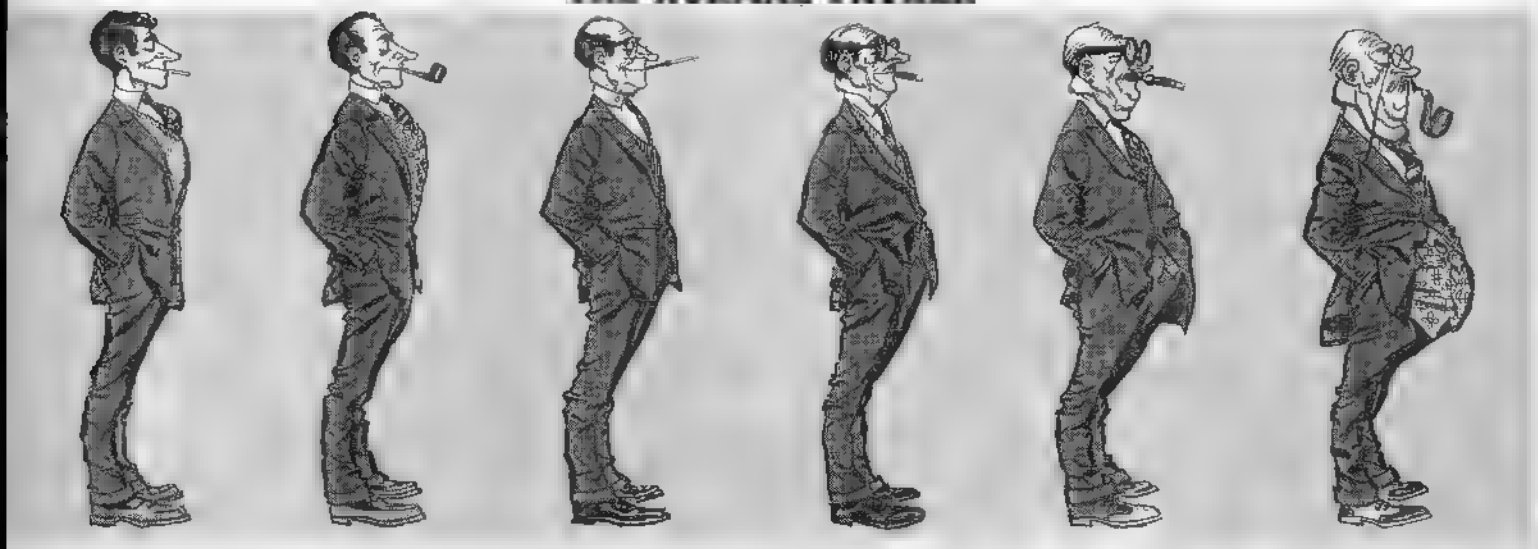
The following **MAD** article is based on the soon-to-be-released book (above), which traces the development of Parental Behavior in the normal environments of the home, the office, the commuter train, the bridge club, the bar, the racetrack, the supermarket, the psychiatrist's couch, etc. By analyzing and interpreting these behavior patterns, the psychology of parents becomes more understandable . . . and more pitiable!

# FORE

No two parents are exactly alike. On the contrary, parents are actually highly-complex individual mechanisms. Some of you children may tend to forget this at times (and this book is written primarily for you forgetful slobs), but parents have just as many problems as ordinary people. Of course, their extreme emotional natures may cause them to exaggerate and blow up some of their fears until they are completely out of proportion, but that does not mean that these fears and anxieties are any the less real to them. A father-parent's fear of losing his job is just as

## BASIC PHYSICAL DEVELOPMENT OF THE

THE NORMAL FATHER



## CHAPTER 1—THE INFANT'S

If you are an infant, and your parents are in this category, then how come you're able to read this? Cut out the faking, and get somebody to read it to you, wise guy! Okay! Parents of infants are classified

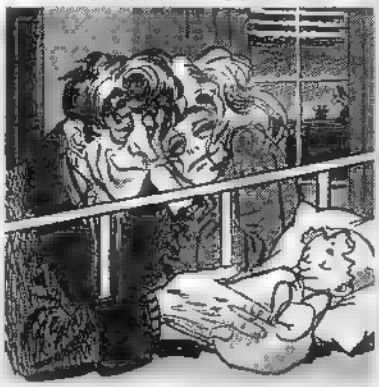
**DOTING PARENTS—THE FIRST WEEK . . .**

6 P.M. BOTTLE

11 P.M. BOTTLE

2 A.M. BOTTLE

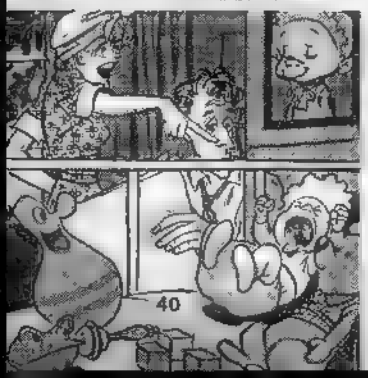
6 A.M. BOTTLE



**THE THIRD WEEK . . .**

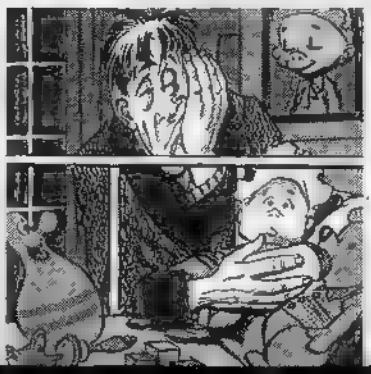
"AVANT-GARDE—I want Police protection."

6 P.M. BOTTLE



11 P.M. BOTTLE

2 A.M. BOTTLE



6 A.M. BOTTLE

# WORD

serious to him as the very real problem of whom to take to the Prom might be to a normal boy. And a mother-parent's concern over a pending operation could conceivably cause her just as much anxiety as the real calamity of losing one's Elvis Presley record collection might cause a normal girl. We hope this article will help children toward a better understanding of their parents during their difficult years. Remember, parents need not be a necessary evil, or a burden. With proper tolerance, anyone can learn to enjoy these wonderful childhood years with his parents.

## NORMAL PARENT FROM AGES 21 TO 60

THE NORMAL MOTHER

## PARENTS (0 to 2 YEARS OLD)

into one common group known as "Doters". This is because they are so proud of their new baby, all they do is "dote" on it every single minute. They think of practically nothing else morning, noon or night.

THE SECOND WEEK . . .

6 P.M. BOTTLE

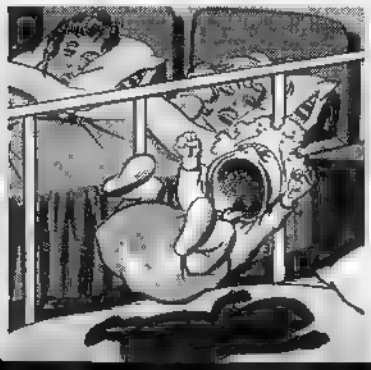
11 P.M. BOTTLE

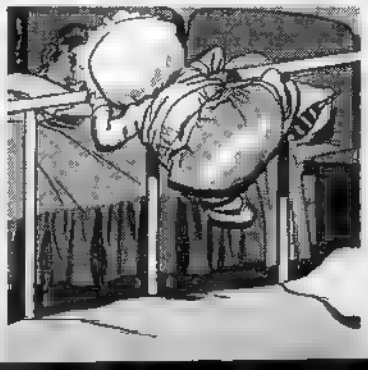
2 A.M. BOTTLE

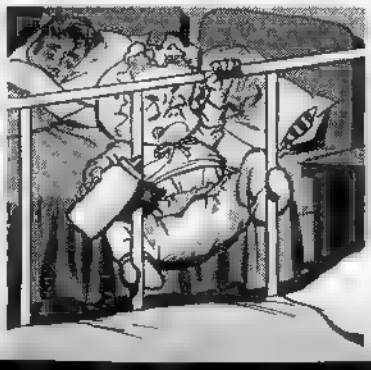
6 A.M. BOTTLE

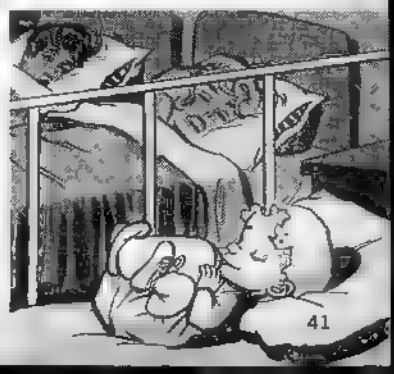
"MEA CULPA—I'm a hip father"

THE FOURTH WEEK . . .









**PAR EXCELLENCE—I played a great round of golf

# THE TODDLER'S PAREN

When the infant reaches the toddler stage, the parents gradually adopt strange new behavior patterns. Because of these strange new behavior patterns, parents of tod-

## THE TODDLER'S "INDULGENT" MOTHER PARENT

The "indulgent" mother finds that she is sometimes tired.

And there are times when she finds that she is very tired.

While other times she finds that she is absolutely tired.

But she stops that indulging when she gets good and tired!

# THE PRE-TEEN'S PAREN

When the toddler reaches the pre-teen stage, the parents suddenly become obsessed with the notion that they have been chosen by some divine power to change little animals into human beings. Because of

## "NAGGER" PARENTS ARE BUGS ON CLEANLINESS

## "NAGGER" PARENTS WON'T TOLERATE DISORDER

## "NAGGER" PARENTS CAN'T STAND SLOPPINESS

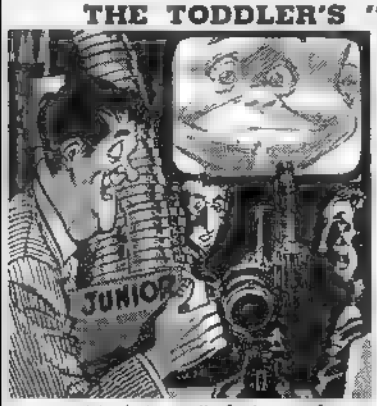
## "NAGGER" PARENTS JUST ABHOR BAD HABITS

# TS (2 to 4 YEARS OLD)

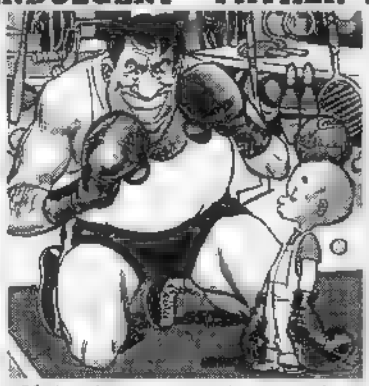
dlers are classified into one common group known as "Indulgers". This is because the mother-parent "indulges" the toddler, and the father-parent indulges himself.

### THE TODDLER'S "INDULGENT" FATHER PARENT

•"O TEMPORA, O MORES—Take it easy, Morris




The "indulgent" father of a toddler usually develops an obsession for taking movies.



If he has a son, interest in sports and other Manly Arts usually takes a big upswing.

If it's a girl, interest in those pretty feminine things usually takes a big upswing.

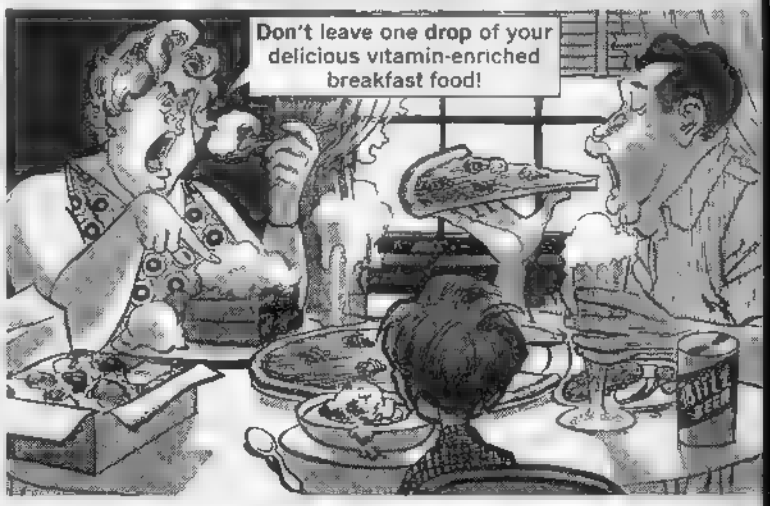
And if he's not careful, his wife'll catch him, and she'll probably take a big upswing.

# TS (5 to 12 YEARS OLD)

this notion, they are classified into one common group known as "Naggers". This is because they seem to go into a kind of trance in which all they can say is "Don't do this!" and "Don't do that!"

### "NAGGER" PARENTS ARE CULTURE-SENSITIVE

### "NAGGER" PARENTS ARE HEALTH FOOD FIENDS



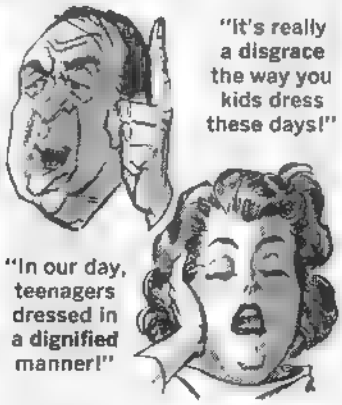

### "NAGGER" PARENTS FOSTER HEALTHY EXERCISE

### "NAGGER" PARENTS EXPECT TO BE RESPECTED

# THE TEENAGER'S PAREN

When the pre-teen reaches the teenager stage, the parents enter the most difficult period of their lives. It is a time when they become extremely sensitive and emotional. It is a time when their imaginations seem to get the best of them, and they begin to labor under the illusion that their children are "growing up too fast".

## "LECTURER" PARENTS EXPERIENCE AN UNCONTROLLABLE



## HERE ARE A FEW OF THE MANY SUBJECTS THAT CAUSE

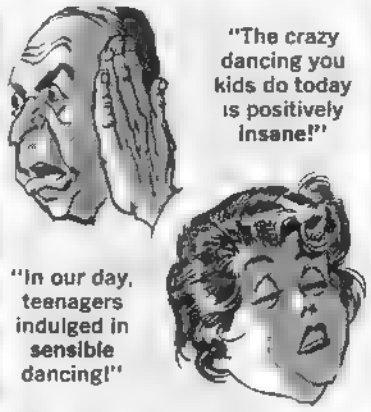
### TEENAGERS' LOW MORAL STANDARDS

### TEENAGERS' LACK OF WORLD INTEREST

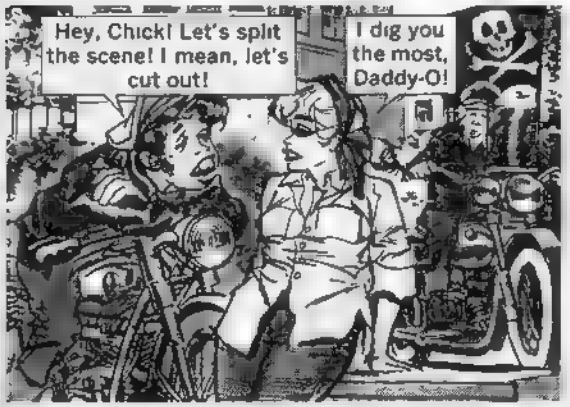
# TS (13 to 19 YEARS OLD)

But mainly, it is the time when they experience a sudden overpowering impulse to lecture on any and every subject, anytime, anyplace. Because of this overpowering impulse, the parents of teenagers are classified into one common group known as "Lecturers". Members of this group must be handled with extreme care and delicacy.

## DESIRE TO COMPARE THE "PRESENT" WITH THE "PAST"

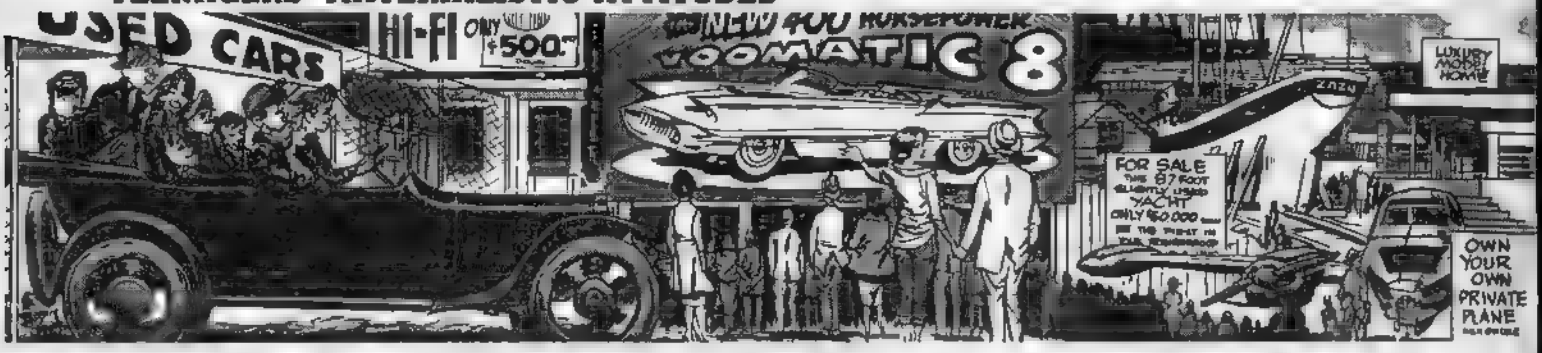


"HONI SOIT QUI MAL Y PENSE—Honey, why did you swat Malcolm in the pants?



## "LECTURER" TYPE PARENTS OF TEENAGERS TO SEE RED

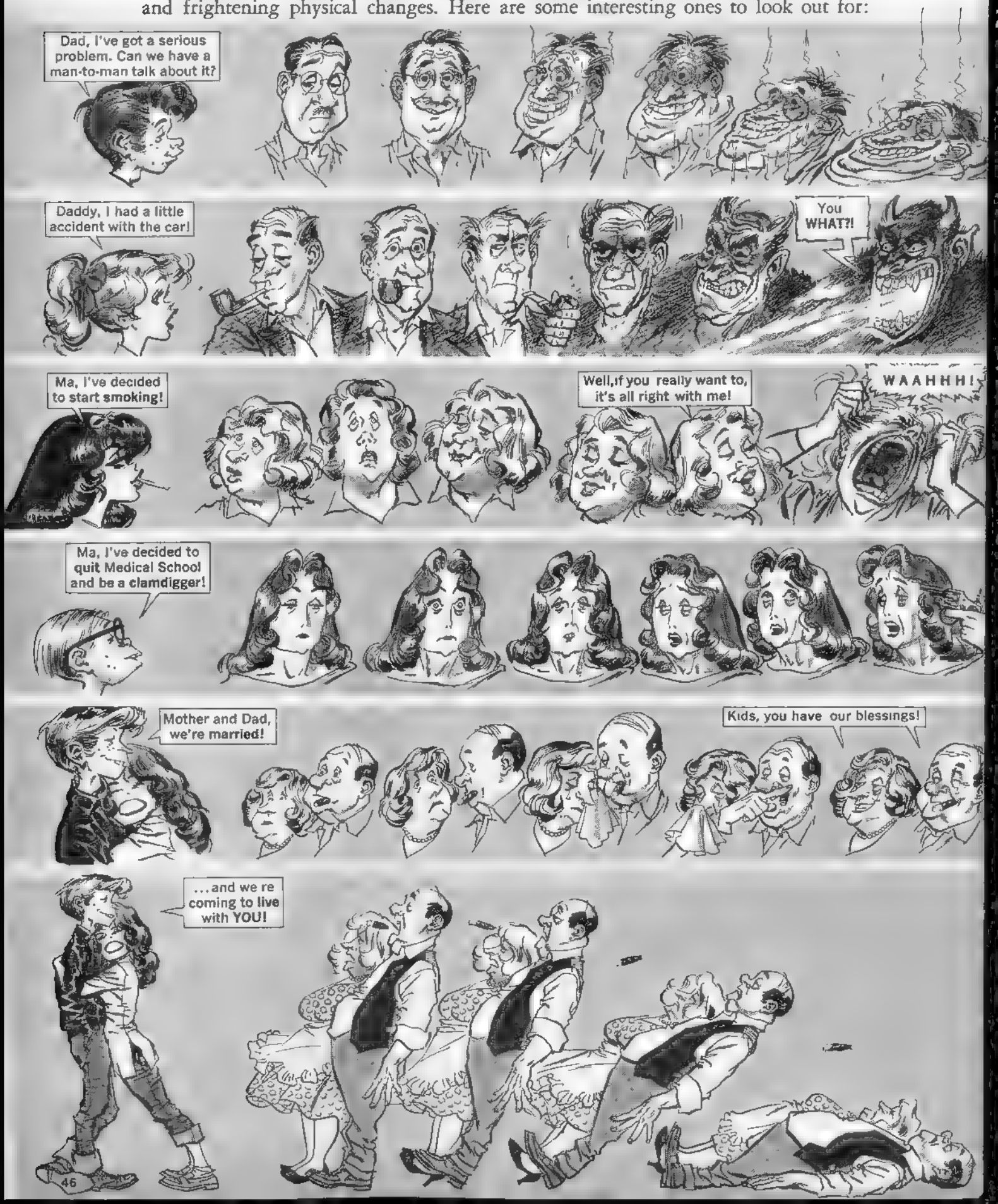
### TEENAGERS' MATERIALISTIC ATTITUDES




### TEENAGERS' JUVENILE DELINQUENCY

# THE TEENAGER'S PARENTS (Continued)

During the "Lecturer" phase, parents of teenagers will often go through some weird and frightening physical changes. Here are some interesting ones to look out for:

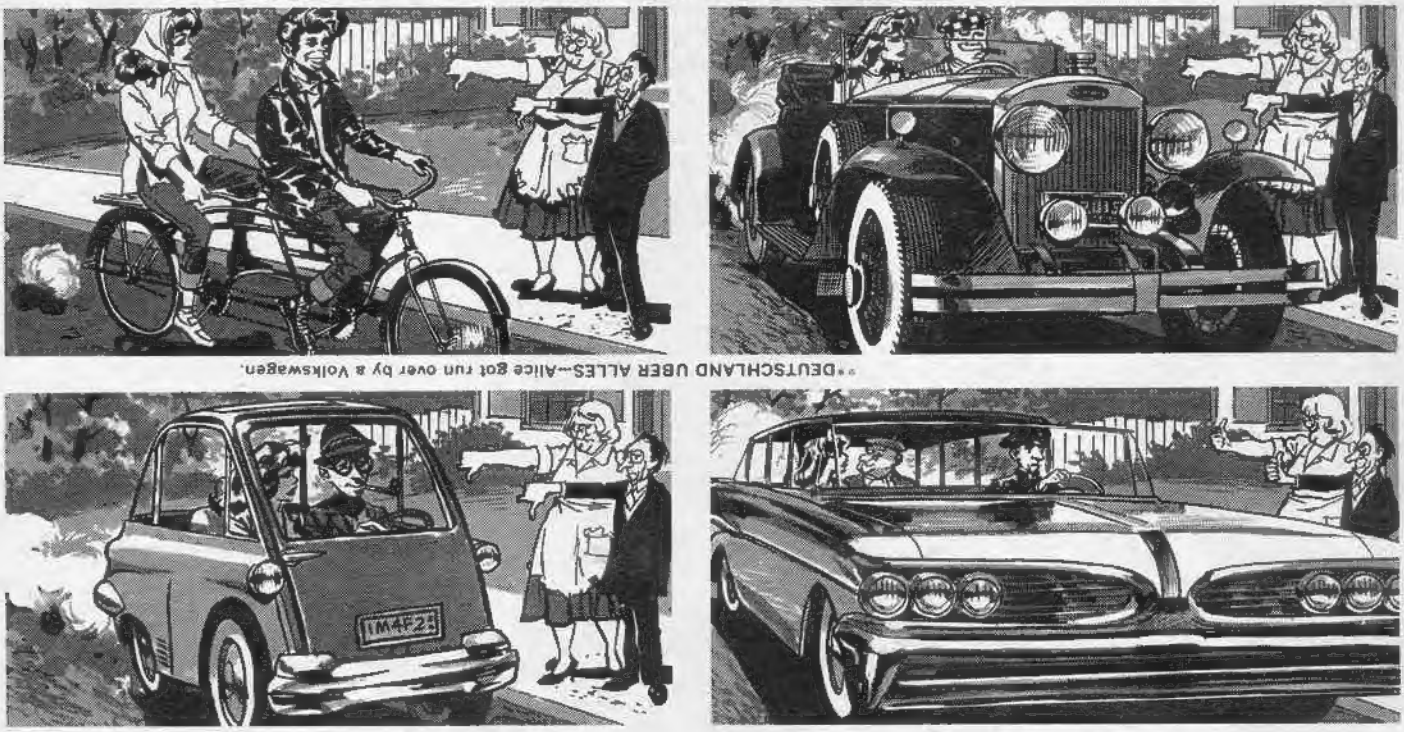


# THE YOUNG ADULT'S PARENTS (20 to 29 YEARS)

When the teenager passes into the young adult stage, the parents undergo a radical departure from the "Lecturer" phase. Now that their child is of legal age, and in some cases financially independent, they can no longer tell him what to do. So they begin to treat him as a friend and equal. Because of this new attitude, parents of the young adult are classified into one common group known as "Meddlers". As a result, Love and Marriage become a fixation with "Meddler" parents. Namely, they constantly try to get their son or daughter happily married off.

## BEHAVIOR OF "MEDDLER" PARENTS TOWARD A SON

## BEHAVIOR OF "MEDDLER" PARENTS TOWARD A DAUGHTER

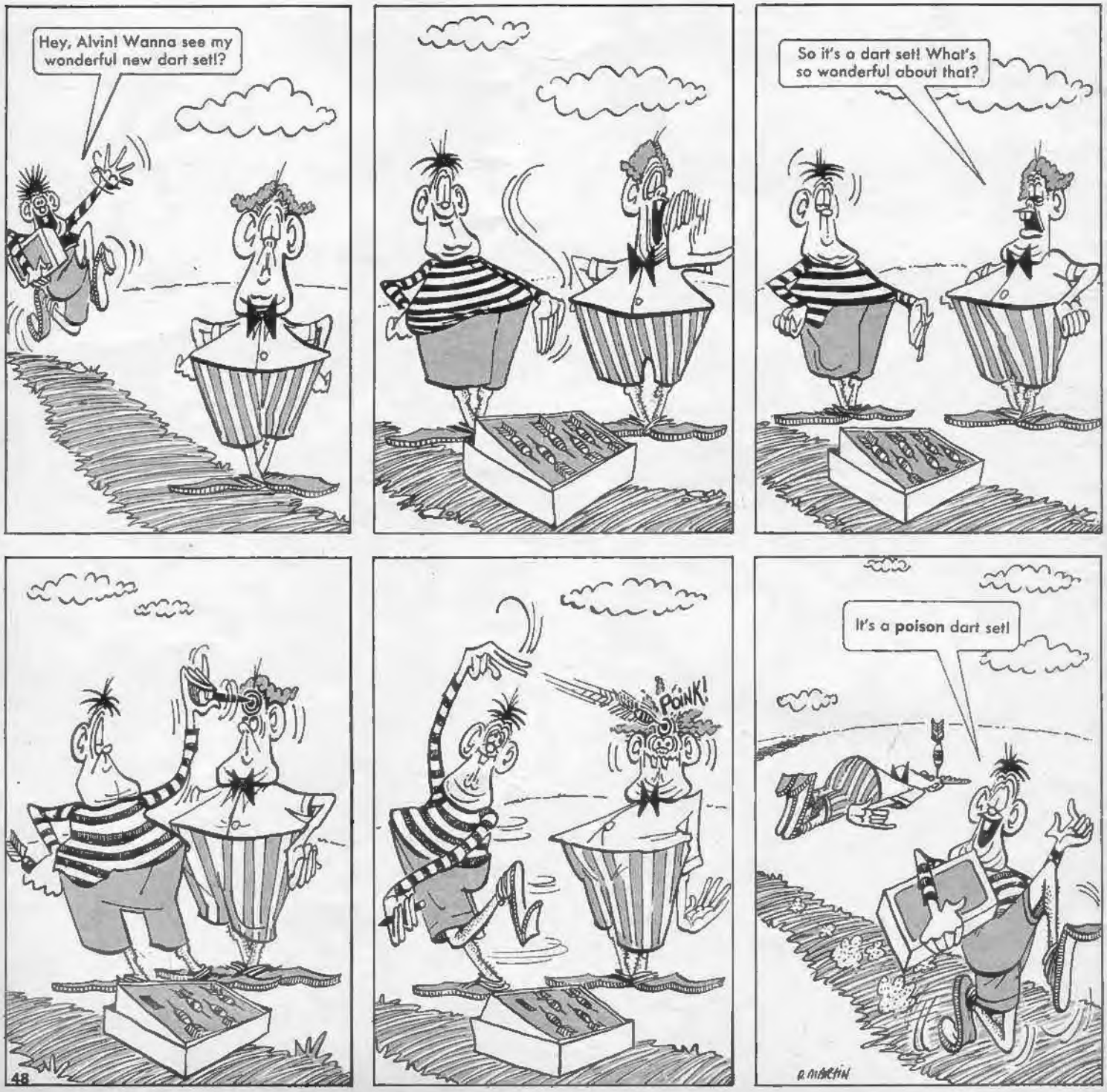



**DEUTSCHLAND UBER ALLES—Alice got run over by a Volkswagen.

We hope that this article has helped all you young perplexed readers to better understand the intricate creatures known as parents. Above all, remember that parents are human beings, too. They have feelings, desires and frustrations just as you have. It's just that they're not as well-equipped physically and emotionally to cope with these many serious problems as you are.

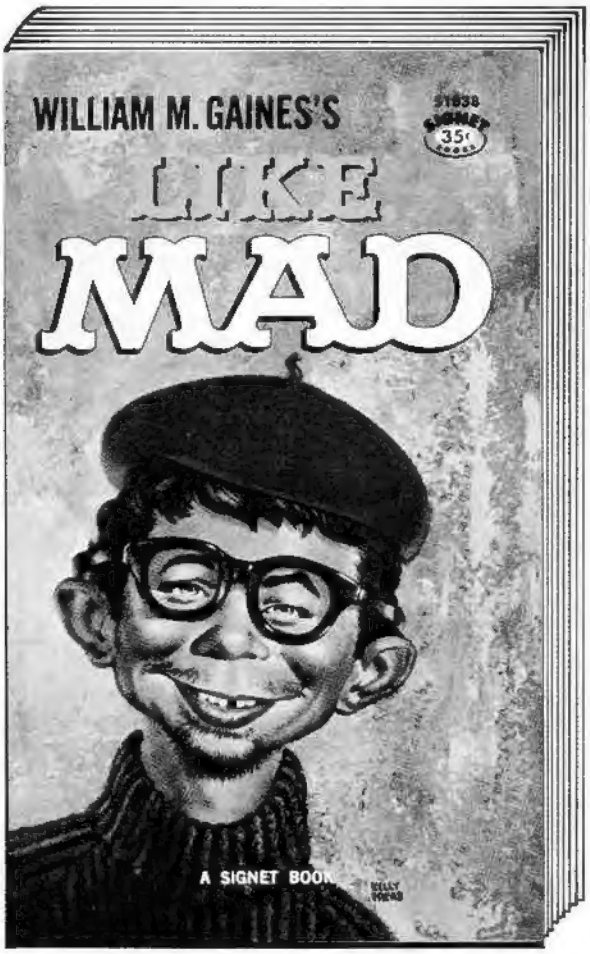
For his parting shot, Don Martin recalls a fond memory of his early childhood (He's still in his late childhood!), and the time he owned

# THE WONDERFUL NEW DART SET



# HERE'S A SHOT FROM THE "HIP"...

**...THAT GIVES T.V., MOVIES AND MADISON AVENUE A SHOT IN THE HEAD!**

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